

# Electrical Merchandising

McGraw-Hill Publishing Company, Inc.

AUGUST, 1932

25 Cents per Copy

## One Minute

announces a genuine  
quality Electric Washer  
to retail at » » »

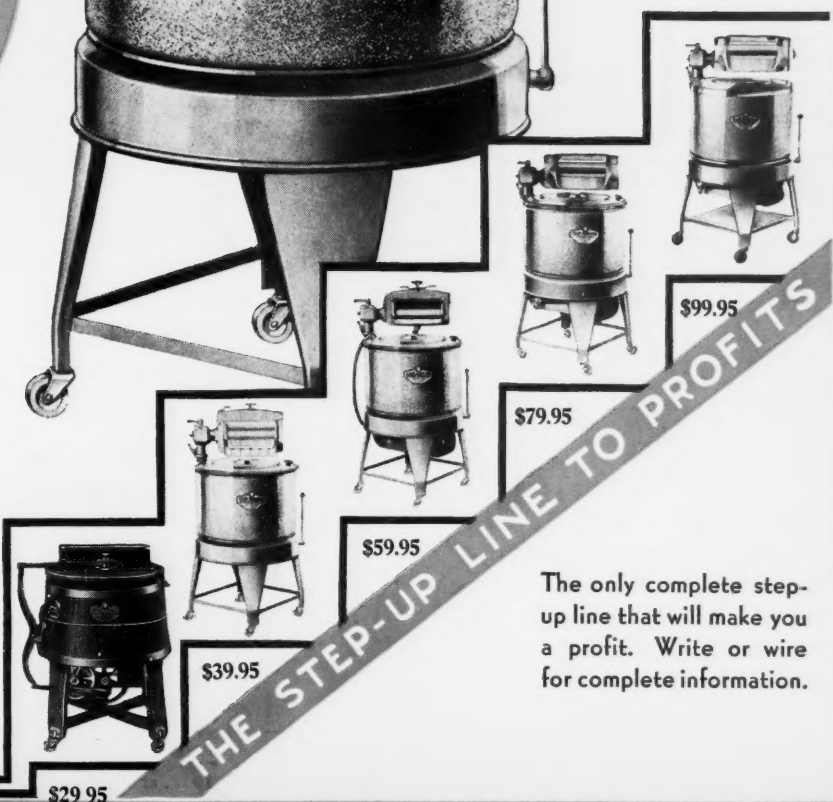
**\$39<sup>95</sup>**

### A Few Distinctive Features

1. Quality Wringer with Balloon Rolls.
2. Full size Porcelain Tub.
3. Fast washing with Bottom Gyrator.
4. Westinghouse Motor.
5. Silent Efficient Transmission.
6. Outside Auto-type Control.
7. Fully Guaranteed.

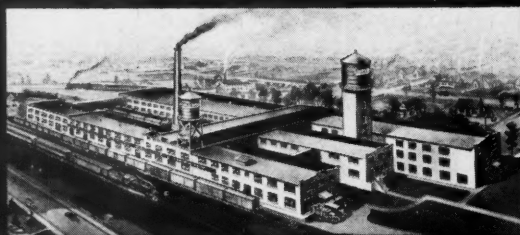
ONE MINUTE WASHER CO.  
Division A, NEWTON, IOWA

A Full Size  
Porcelain Tub  
Electric Washer,  
complete with  
Balloon Roll  
Wringer



The only complete step-up line that will make you a profit. Write or wire for complete information.

ANNOUNCEMENT



THE Barlow & Seelig Mfg. Company - - manufacturers of the Speed Queen Washer - - wish to announce their acquisition of the American Ironing Machine Company of Algonquin, Illinois, manufacturers of the famous SIMPLEX Ironer.

On or about September 1st, a new SIMPLEX Ironer will be announced. This new Ironer, embodying definite improvements in appearance and design, will offer new and added sales possibilities. It is the crowning achievement of twenty-seven years' experience in the manufacture of ironing machines.

Don't do anything further about Ironers until you have seen the new SIMPLEX and our dealer proposition.

Watch for our advertisement in next month's issue of this magazine.

# SIMPLEX IRONER

THE BEST IRONER

MFRD. BY  
AMERICAN IRONING MACHINE COMPANY  
ALGONQUIN, ILLINOIS

Subsidiary of  
**BARLOW & SEELIG MFG. CO.**  
RIPON, WISCONSIN



## Letters

### Major Namm Objects

To the Editor:

I should like to have an opportunity to correct, in the columns of your publication, certain mal impressions which may have arisen from an article in the July issue, page 32 of ELECTRICAL MERCHANDISING, entitled "Surveys and Statistics." I am writing in the capacity of Chairman of the Sub-Committee on Electrical Appliance Merchandising of the Electrical Merchandising Joint Committee.

It is the plan of our Committee to investigate merchandising activities of producers and distributors and to determine also certain facts concerning consumer demand. The work of our Committee is entirely objective. It is not bound by any particular interest or creed. Great care has been taken in the collection and preparation of material secured by the Electrical Merchandising Joint Committee.

The article in your publication states that figures collected by the Electrical Merchandising Joint Committee are subject to criticism because of the high percentage of sales ascribed to department stores and the small portion attributed to specialty dealers and hardware stores. In this statement it is not made clear that the May report of the Electrical Merchandising Joint Committee dealt only with sales of manufacturers direct to retailers. Nevertheless, these figures are not out of line with figures of other surveys. For example, the *Woman's Home Companion* has published the results of an extensive consumer survey. According to this survey, the department stores are said to do 29.5% of the smaller electrical appliance business in cities over 100,000. And, in small towns and villages, the department store is said to do 21.4% of the smaller electrical appliance business. In this survey, department stores were said to sell 28.7% of the higher priced appliances in cities and 20.8% of the higher priced appliances in small towns and villages. This is not intended as a comparison with the report of the Electrical Merchandising Joint Committee because our May report concerned itself solely with an analysis of manufacturers' sales direct to retailers. However, this information is introduced to show that consumer surveys conducted by reliable authorities have given the department

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Vol. 48

No. 2

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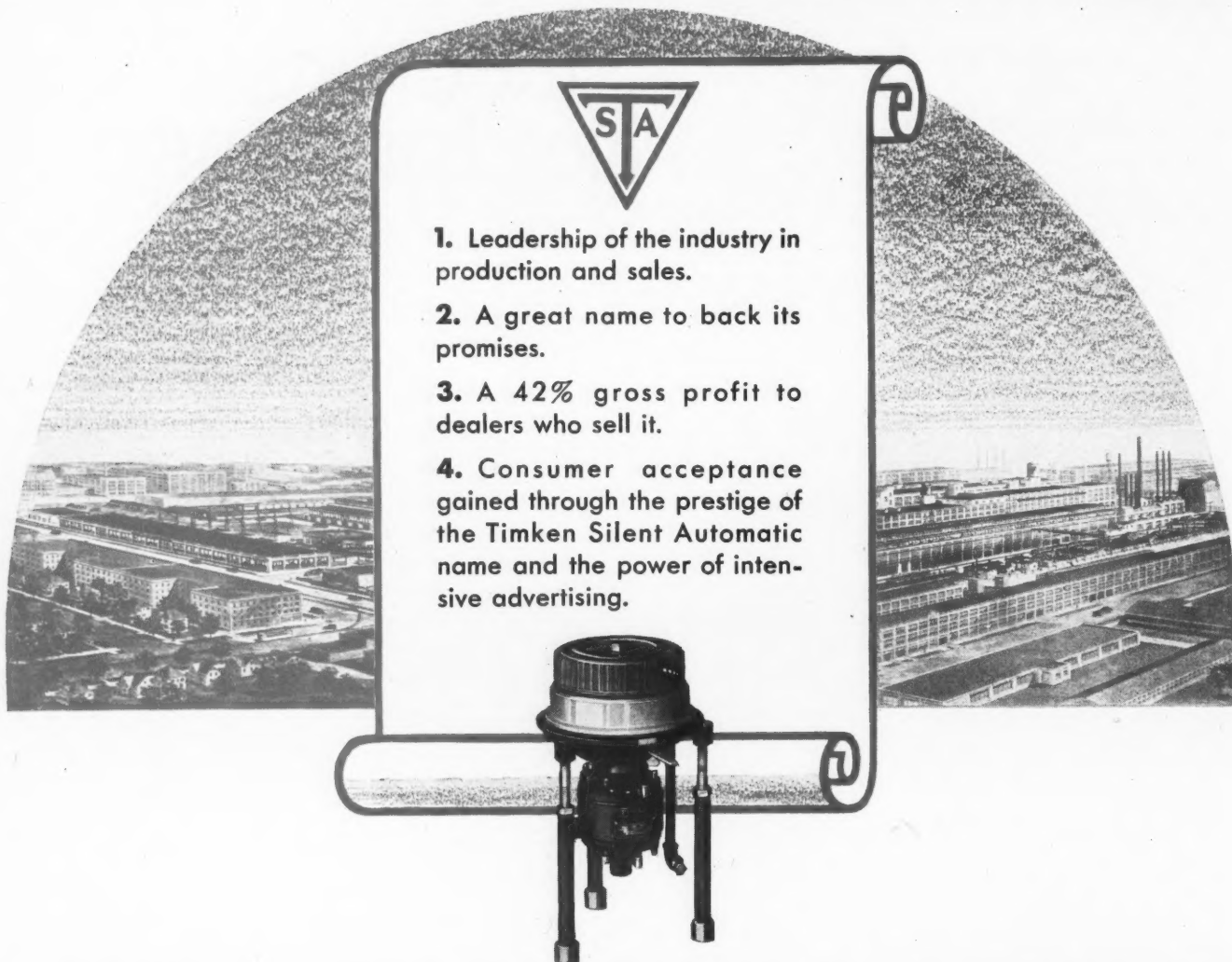
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1. Leadership of the industry in production and sales.
2. A great name to back its promises.
3. A 42% gross profit to dealers who sell it.
4. Consumer acceptance gained through the prestige of the Timken Silent Automatic name and the power of intensive advertising.

## BACKED BY AN UNEQUALLED RECORD

● Automatic home heating has come to stay. With low-cost oil, it is now possible to have clean, even heat throughout the year at no greater cost than ordinary heating methods. This convenience has long been hoped for by home owners . . . and sales of Timken Silent Automatic oil burners are reflecting this demand in a steady growth of sales, year after year.

The rise of Timken Silent Automatic oil burner sales during the past few years

has a very definite significance to dealers in electrical appliances. It indicates a trend toward clean, automatic oil heat.

A mighty name in precision machinery—TIMKEN SILENT AUTOMATIC—stands behind the burner itself. Hand in hand with that great name goes a selling plan . . . proved merchandising aids . . . dealer coöperation . . . and a 42% gross profit to dealers. The Timken Silent Automatic Co., Detroit, Michigan.

# TIMKEN

## SILENT AUTOMATIC

# OIL BURNERS

Co-Owners TIM-TOR Patents



AUGUST, 1932

# Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. MOFFATT,  
Editor

## Paper PIGS

**W**E STOPPED before a butcher's window yesterday attracted by a lavish display of succulent hams and sides of bacon. On closer inspection, however, we found that what had appeared to be pork-fruit was, in fact, nothing more than cardboard cut-outs, cleverly colored to resemble the real object.

Suppose you came home some night hungry, expecting to find some cold fried chicken in the refrigerator and found instead a bunch of paper hams, some china eggs, a nice imitation steak and some papier-mache vegetables? You would, there-upon, bite the leg off the refrigerator. And yet—you've guessed it—that is just how the customer feels when she goes into a store to buy a particular new toaster, iron or electrical convenience and finds that they haven't what she wants, but will be glad to order it.

**G**OING fishin' a week or so ago we needed a flashlight. Macy's ought to have them. And sure enough, when we got to the right counter, there was just the one we wanted—sitting right out on top. We discussed its good points with the clerk and said we guessed we'd take it. Not that one, says he, it's sold. Were there any more? Yes, there was *one* more. But it was in a showcase and the showcase it appeared was locked. Nobody seemed to have a key. We looked at it in helpless rage for a minute, meditated on putting our size 12 brogans through the glass and finally went away. It just seemed as though you couldn't buy anything. What good can paper pork do, or a lonely flashlight locked in its cage?

A prominent manufacturer told us recently that the wholesalers are carrying dealer sized stocks and that the dealers aren't carrying any at all. That might sound a little like stretching things but it's not very far from the truth. "I'll order it for you" seems to have become the stock phrase of the retailer. But that situation can't last forever. The public is getting tired. The things they have bought in the past are wearing out and they want to buy new ones. And it seems that merchants will wake up to the situation only when they turn away more people than they sell.

**B**UT there is the bright spot.

The house furnishing show just over in New York was one of the most ambitious of its kind ever staged. House furnishing buyers flocked to it from all over the country. And they were buying. Their retail noses have been sniffing the air for some time and now they are beginning to gather up merchandise to fill in those spaces which have been empty on their floors all too long. It is a sign of the change—a tip that the electrical fraternity needs to take.

When the public's appetite is aroused it takes more than paper pigs to make their mouth water.



EDITOR



*Refrigeration holds the fort—589,955 units in six months; Paul Downing's range campaign crashes through at Pacific Gas & Electric (Will San Joaquin and P. G. & E. merge?)—all the gossip. They are giving away electricity in Kansas City—for three months—and the dealers seem to like it. General Houses, Inc., and what it means to the electrical industry. Electrical men in Charlotte, N. C., got tired of the depression and found that there was plenty of wiring business for those who shouted loudest. Exit Samel Insull, enter James Simpson of Marshall Field's; will he run a utility like a department store? The Westinghouse employe army shake down the public for \$3,000,000.*

# The INDUSTRY is Talking About-

## REFRIGERATOR SALES

**P**ROUD are refrigerator men of their showing in June, when sales of domestic electric refrigerators reached 151,774 machines, a new monthly high for 1932, greatly in excess of June, 1931, sales (119,761). Announcing the June record, Manager George Brown of the Electric Refrigeration Bureau, states that during the first six months of this year, domestic refrigeration sales have reached 93.6 per cent of quota, have totaled 589,955 machines, compare favorably with the 597,454 refrigerators sold in the first half of last year.

Jubilant also are individual refrigerator manufacturers, Zerozone reporting sales for the first half of 1932 exceeding 1931 sales for the same period by 400 per cent.

Kelvinator and Leonard find cause for gratification not only in increased sales but because their records show a very small number of repossession, indicate that down payments are representing an increasingly high percentage of the total purchase price.

## ACTION ON THE WEST COAST

### *P. G. & E. sells 1622 ranges 960 water heaters*

Believe it or not, courage counts. The one company on the Pacific Coast that had the nerve to stay with it this year, just emerged from its seventh annual range campaign with its quota made and still going strong. The Pacific Gas & Electric Company didn't back down this year, or last year either. It didn't fire all its salesmen nor curtail all its budgets. It said, "Times might be tough but we are tougher. Instead of cutting down effort we are going to increase it.



**PAUL M. DOWNING**

*P. G. & E's vice president wouldn't let his boys fall down; but the dealers sold more ranges*

We'll spend more money for advertising and keep the seasoned crew and just hit harder than ever."

The first major squirmish is finished. Against a quota of 1,700 ranges they sold 1,622, against a water heater quota of 800 they sold 960, a total of 2,582 units against their quota of 2,500, or 103.3 per cent of quota.

I say "they" advisedly. It includes the dealers. On the ranges the dealers did better than the power company. Of the 1,622 ranges, 836 were sold by dealers, 786 by P. G. and E. salesmen. On water heaters, however, again showing where promotional effort is needed, the dealers only sold 356 of the 960, the power company selling 604.

A feature of the campaign was that it favored selling to remove competitive fuels. A wiring allowance of \$20 was given where the installation replaced fuel other than company gas. Of the

entire number of sales only 32 replaced company gas.

An example of selling: In the Drum division, way up in the hills near Auburn, Colfax, Grass Valley and other mining camp towns of the old days of '49, the lone salesman up there sold 160 units in 90 days to make 266.7 per cent of his quota, an average of over 2 sales per working day for 75 days running.

Mentioned wiring a minute ago. Out of 786 ranges more than 500 were installed on a flat wiring price basis. Of the 836 sold by dealers 113 were installed at flat price.

Up to ten days before the end of the campaign things weren't so rosy. Only 1931 units had been sold. When I say that a total 2,582 units were sold that means that in the last ten days of the campaign 651 units, ranges and water heaters were sold.

Give credit to P. M. Downing, vice-president and general manager, and never say again that an engineer isn't sales minded. P. M., you may remember, is the one who talked about rates at the N. E. L. A. convention, compared them with milk rates and showed how confusing rates can be. Paul used to be a big engineer, but he's proving himself to be one of the best salesmen the industry has. He wasn't going to let a range campaign that had his name tacked to it—it was called the P. M. Downing Electric Load Building Plau—fall down and go boom. He yanked the division managers in to a sales meeting. When they went home they gave their divisions the works. The last day of the campaign was like general headquarters on the Western Front, phones ringing, telegrams coming in reporting a division going over the top, more coming in reporting a few last minute sales.

Hugh Crawford, general sales manager, R. E. Fisher, the v. p. in charge of sales and public relations, and Harry Carroll, electric sales manager, went into a huddle and decided that the impetus was too good to lose, extended the special provisions of the campaign for another



90 days to see if the company can't clear its year's quotas in that time. The special provisions are the range wiring allowance where competing fuel is replaced.

This same company is laying the ground work for a fall portable electric heater campaign, featuring a 1,500 watt heater. This will probably start in September.

Same company has just changed its lighting leadership. Put an organzier in charge instead of a lighting man. Hugh Crawford feels that they have lots of lighting men on the staff now, but what is needed most is a man to direct their activities. Ticklish job, because they do not sell any equipment and yet the men must be put on a commission basis. How to tell what they are entitled to is a problem. They have put a good man in charge: Rodney Doerr, who organized the very successful Refrigeration Bureau last year, also the electric ironer people for the successful dealer campaign last year. Wm. P. Bear, who has been in charge, is to be used where he is especially effective, on engineering studies, special jobs. Rod Doerr's place on refrigeration activities, lining up the trade because the company itself doesn't sell any machines, will be taken by good old John Wrenn, the daddy of electric ranges on the former Great Western Power system. John Wrenn has just done a noble job on air conditioning. Has organized all the manufacturers into a society, prepared a power company salesman's sales manual on the subject. Wrenn will continue to father this new baby.

#### P. G. & E. Mergers?

Everybody's speculating as to what will transpire when and if the present move to turn Coast Counties Gas & Electric Co. over to P. G. and E. is consummated. Standard Oil of Calif., who went into the utility business when it bought this property as a wedge to get its surplus natural gas disposed of, has signed up all its gas, and now is willing to get out of utilities. A deal is pending, subject to Railroad Commission approval to have P. G. and E. take it over. Whether it will be operated as another division of P. G. and E., as Coast Valley's G. and E. was some years ago upon acquisition, or whether it will be merged into the Monterey area and Santa Clara divisions is a question. Also what will become of Joe Wilson, president and manager, and Pierre Vinet, commercial manager, both good men? If the regular P. G. and E. policy is adopted, the Coast Counties company will give up selling small appliances which they now push aggressively, concentrate on ranges, water heaters, air heating.

Rumor is also floating around about a possible final step in the merger of San Joaquin Light & Power Corp. and

P. G. and E. The latter gained control last year but the San Joaquin company has been operated as a separate company. How the complete change over will go with the valley farmers is problematical. There will also be considerable adjustment of commercial policy. San Joaquin operates its merchandising under H. H. Courtright, and the Valley Electrical Supply Co. Nobody knows much about what may happen.

#### Dealer Troubles

Dealers everywhere are facing some stumbers. Wholesale houses are pretty much insisting on a 30-day credit basis. This practically prohibits some dealers from displaying a range on the floor for 60 to 90 days until it is sold. Then, too, finance companies are drawing in the strings on paper, upping the price on discountings. Result is dealers can't do any selling except for cash. Not much cash floating around. One power company is making strenuous efforts to help the situation for its dealers, get longer range display consignments, better financing terms.

Southern California Edison spring range campaign didn't get under way at all. Only a few ranges sold. They are gearing up to smack it again in the fall, about September. Did curtail sales force some and lower the budget but they are still going to try it hard this fall. Word comes from the Northwest, though, that the Puget Sound Power & Light Co. went over its quota again in its spring range campaign.

## FREE ELECTRICITY

**L**ATEST, most interesting, perhaps, of the sales promotion ideas to put pep into mid-summer refrigerator sales comes from Kansas City, Mo. Bold, half-page ads in Kansas City newspapers invite refrigerator prospects to take advantage of "free electricity for three months" to those who buy a refrigerator during the months of July and August. Cost of the free electricity offer is being shared 50-50 by fifteen cooperating refrigerator distributors and their dealers.

Cooperating with distributors, dealers is the Kansas City Power & Light whose commercial vice-president is genial, popular C. F. Farley. Under the auspices of the Refrigeration Bureau of the city, Mr. Farley's meter-readers will distribute some 96,000 special folders advising light customers of the plan, urging them to attend dealer refrigeration displays and look over the 1932 models.

With the purchase of any one of the fifteen makes of refrigerators (Copeland, Frigidaire, General Electric, Gibson, Ice-O-Matic, Kelvinator, Leonard, Majestic, Mayflower, Mohawk, Norge, Servel, Sperton, Westinghouse, Zerozone) the customer receives a "current coupon" entitling him to 100 kilowatt hours of electricity free of charge. At average rates this 100 kilowatt hours, worth \$5 is sufficient to run

# free

## ELECTRICITY

**to operate your refrigerator for more than 3 months!!!**

Yes, you can really have Free Ice and all the joys and convenience of free electric refrigeration for more than three months... and we'll pay for it! From July 14th to August 31, 1932, each purchaser of one of these fine refrigerators listed here will receive a coupon good for approximately 100 Kilowatt hours of electricity... enough to run your new refrigerator for more than 3 months. Think of it! You can get your favorite refrigerator now at the lowest price... on easy terms... and you won't even have to buy Electricity for it until more than three months have elapsed. (This offer for residential customers of the K. C. Power & Light Co.)

*Fifteen distributors jumped at it*

a refrigerator more than three months.

Advertising of the project, run under the name of the Electric Refrigeration Bureau of Kansas City, is being shared by power company and dealers, will cost \$2,000.

Significant, is the fact that with the first announcement in the newspapers, some dealer's ads, besides mentioning free electricity offer, played up large trade-in allowance ("40 for Your Old Ice-Box"), exhibited most of the destructive competitive tendencies so thoroughly castigated by the Refrigeration Bureau's national chairman J. E. Davidson (ELECTRICAL MERCHANDISING, June). The dealers: Bunting's Hardware & Sporting Goods (Majestic), The Good Housekeeping Shop (Majestic).

Mace-Ryer Company, dealers (Leonard) tied in with an ad, featured the current coupon as the big drawing card. The Jones Store (Kelvinator) did likewise in addition to mentioning their 25 cents a day "meter-matic" plan.

Significant, too, was the ad run by Wurlitzer featuring "nationally known" electric refrigerators at \$69 list. The ad did not include the offer of free current.

## JAMES SIMPSON — SUCCESSOR TO SAMUEL INSULL

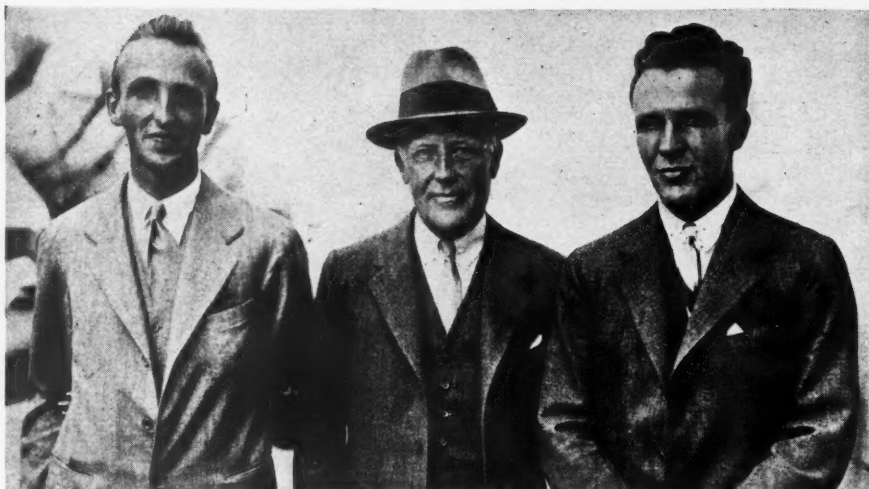
**STRAW-HAIRED**, gray suited James Simpson, who succeeds Samuel Insull to the chairmanship of the three large Chicago utilities, can best be described to the electrical field as the authentic wearer of the Marshall Field mantle.

When a cash boy in the store in 1891, news reached him that there was a vacancy up in the "big office"—Field's. His application met no encouragement, so he dashed up and called on Mr. Field himself. The world's greatest merchant leaned back in his chair, stroked his gray moustache, and eyed the earnest Scotch boy with a twinkle. Nevertheless he gave him the post, that of confidential clerk. This position took James Simpson out of the store frequently, on hundreds of personal missions for Marshall Field. The famous merchant was one of Chicago's largest real estate owners, high in the Pullman Company, a stockholder in a great loop bank, and involved in all of Chicago's principal activities. Mr. Simpson handled much of his mail and became very close to Mr. Field.

An incident which has become an office boy classic is said to have occurred early on this job. It seems that Mr. Simpson asked for a raise.

"When I was your age, young man, I got only \$3 a week," Marshall Field told him.

"But Mr. Field, perhaps you weren't worth more than \$3," was the Simpson reply.



JAMES SIMPSON AND SONS

*He twitted Marshall Field, took over his job, jumped from there into Samuel Insull's shoes.*

The extent to which Mr. Simpson had risen in his employer's estimation may be judged by the fact that on that winter day in 1906, when Mr. Field contracted his fatal cold on the Chicago golf course, Mr. Simpson was one of the foursome. At that time he became second vice-president, stepping into the president's chair in 1923, and taking the post as chairman of the board in 1930.

Mr. Simpson was never active in the merchandising end of Marshall Field & Company. The financial side of the business engrossed him, but he always made it a point to talk to buyers returning from their trips. Firms selling the store were always surprised at his accurate knowledge of their affairs.

Stopping a representative of a minor cosmetic house one day, Mr. Simpson asked him, out of thin air, "How does it happen that the sales of your company fell off 6 per cent last year?"

While able to quote figures and fractions offhand at a dinner table and away from his books (in the manner of Charles G. Dawes) Mr. Simpson never relied on this ability to overwhelm others. Rather his genius has come in sensing just what motive in men must be touched to get action and agreement out of them. He can placate warring factions. He has a keen weather eye to the future. In 1929, six weeks after the stock market crash, Mr. Simpson predicted several years of depression, and went among the store buyers, urging reduction in inventory.

Although very much of a "brass hat" in the army sense of the term, Mr. Simpson has never liked to visit with people ex officio. He much prefers to go about in Haroun Al Raschid manner, talking to people who do not know his position, in order to keep the common touch and be certain of sincerity.

Many young men in Chicago have had long talks with an affable stranger and expressed themselves freely and at length. Later they learned to their surprise that their tete-a-tete had been with

the head of Marshall Field & Company.

In winters Mr. Simpson walks a brisk mile and a half from 1200 Lake Shore Drive to work. He usually swings into the store and pokes his overcoat over the counter (quite unorthodox) to brown eyed Elizabeth Findley at the personal service desk, begging her to keep it for him. Once he caught her working a new dial telephone and took ten minutes off to learn its secrets.

It is related that one morning as Mr. Simpson went down the aisle, a bright urchin caught his eye.

"How's the boy?" nodded Mr. Simpson.

"Say, can you tell me just where to go to get a job in this store," the young man asked, going directly to the point.

Mr. Simpson looked at the lad, and he seemed sincere. "Go to the ninth floor and tell so-and-so that Mr. Simpson sent you." It was some weeks before the young man discovered that his employment was an out of the ordinary transaction. He is a buyer today.

## Boating, Tennis Enthusiast

When the Merchandise Mart, the world's largest building and the Simpson monument to Chicago, was completed, Mr. Simpson got an idea out of the fact that the place was alongside the river. Why not drive a motorboat from his home in Glencoe over the lake and up the river? Soon he began bouncing over the waves morning and night, and discovered that the trip could be made in 40 minutes. However, he's not riding in his boat this year. Lake Michigan piled a sandbar up against the dock to his 11-acre estate in Glencoe last winter, and the boat can't make shore without some wading by the passengers.

Mr. Simpson's morning begins at 7 (the day this was written, at 5:30). Scampering out of bed he begins the day with a swim in his tree enclosed swimming pool. At breakfast he is not



an especially hearty eater, and stays away from desserts, priding himself on a lean midriff, flat as a fighter's. Lunch usually consists of a sandwich and a glass of milk, brought to his office, as he dislikes spending an hour eating and gossiping.

With one pleasure—tennis—does Mr. Simpson admit a weak will. He can't resist the game. Once on a court, calls to dinner mean nothing. The fever is in his eye, and nothing save the exhaustion of his opponents will stop the game. At 58 he is rated as possibly the best player of his age in Chicago.

When Tilden or other famous tennis athletes are in Chicago, they generally are invited to the Simpson home. It is related that one noted player was packed into the speedboat, and rushed to the summer home in Glencoe over a very choppy, rough lake. On arrival a feeble, pea green athlete crawled weakly out of the boat.

"Why did you bring your tennis player out that way?" Mr. Simpson was asked.

"Oh, I had to soften him up a bit," was the reply.

The Simpson home life is much like that of the Roosevelts. The father and his three sons play a great deal together. There is an instance where eleven important callers at the office were kept waiting while a letter was being written to one of the boys. Like Roosevelt, the father has encouraged his sons to get into public life, and one recently ran for congress.

Down in the basement of the colonial Glencoe home is the hangout, near the showers and billiard tables. This room is decorated with trophies, particularly fish, which members of the Simpson family have brought in with gun or rod.

Upstairs is a library, with a big fireplace, to which Mr. Simpson frequently takes work in the evenings. All over the house are bookcases filled with individually picked volumes. Mr. Simpson likes to read rather than play cards, and biography is said to be his favorite subject.

Although he rented a castle in Scotland last year and went back to take a look at the country which he had not seen since he was a boy of 6, Mr. Simpson has no Scotch characteristics, either of speech or family custom. Porridge is never seen on the table but the family has a fondness for imported cheddar cheese.

When in London, Mr. Simpson makes it a point always to call on a hatter for new headgear. A friend once accompanied him to this particular shop. He watched the chief of the largest store in the world select a felt creation and try it on. At once the old shop-keeper snatched it off. "Not for you, sir, not for your type," he said, "here's what you should wear." The little drama went on for fifteen minutes or more, until Mr. Simpson and the shop-keeper were both satisfied.

"I like to see that old fellow," Mr. Simpson told his friend. "He makes an art of his work."

On assuming the reins of the Chicago utilities, Mr. Simpson moved over to 72 West Adams, taking the office formerly occupied by Samuel Insull, with its woodburning fireplace and cheery decorations. The day he accepted the chairmanship of the three utilities, he went home and spent the entire evening talking about his hunting exploits in India, laughing at the many funny things that happened on the recent trip. Although he had just taken over a big job he did not propose to check the Simpson sense of humor at the door as he came in.

## —GENERAL HOUSES, INC.

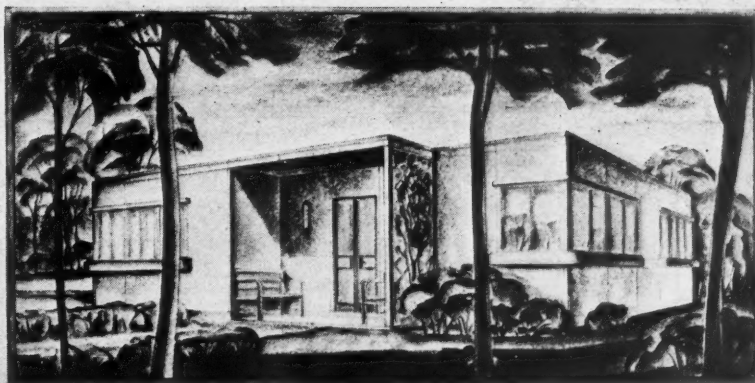
**N**OT forgotten among the phenomena which accompanied the high old days of the Coolidge era was the wide-spread, feverish, activity of the speculative builder. Nor, in the elec-

trical industry, can be forgotten the legacy of cheap wiring, of almost criminal inadequacy, which accompanied their efforts in the small house field. Where a price had to be cut, a cost skimmed, the speculative builder had a never-failing resource—the electrical wiring. And if depression has brought, not unhappily, at least a temporary surcease of these abortionist efforts, it leaves with us still the problem of correcting the wiring which resulted from their policy.

But times change.

In a project (as yet on paper) that bids fair to bring a thumping revolution to the home-building industry, is contained the essential makings of a program that may do much to bring about that adequacy of wiring in small homes which the electrical industry itself has never been able to accomplish. Contrasted to the shrewish bargaining that became a natural attribute of small house construction, is a plan which, for imaginative courage, level thinking, deserves broad attention, enthusiastic support. The matter of building homes—and at a price—is attacked from the

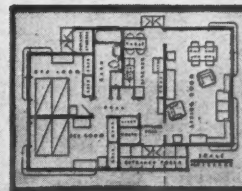
## We will deliver this five-room house to you this very week!



THIS ANNOUNCES a revolution in the marketing of houses! Now you can come to our showroom and pick out your house just as you do your automobile. In a surprisingly short time you move into it. Everything is in place . . . lighting, plumbing, heating, refrigeration. Not one thing must you add!

The cost to you . . . that is even more amazing! Volume production makes it possible to sell these modern, pre-fabricated houses in a variety of designs and sizes for about one-half of what it would cost you, or anyone, to build. All financing, even to furniture and landscaping if you wish, is handled by a single company. You know the penny how much your home will cost per month or year—complete.

Thank engineering skill and mass production for this revolutionary achievement. General Houses, Inc., with the cooperation of leading manufacturing companies, now follows the volume production methods of the automobile industry to save you money on the designing, production, erection, equipping and financing of houses. These houses, delivered and erected on your lot, are the first efficient, pre-fabricated, low cost houses ever perfected. General Houses, Inc., Chicago, Illinois.



Above are plans of one of many modern, pre-fabricated houses we have designed to sell at a price never before possible. This particular model is a favorite for small families. You have your choice of a wide variety of designs and sizes to accommodate from two to eight people. For further information, call at our nearest showroom or write for free booklet which illustrates and describes the many models available, their construction, equipment, cost and our complete financing plan.

# GENERAL HOUSES

\$30 a month buys it; the wiring comes in the walls

Courtesy FORTUNE

standpoint of economy through basic simplicity of design rather than penny-pinching on essentials. Houses are to be designed, pre-fabricated at the factory, the wiring included complete, and then assembled at the site picked by the buyer.

### The Story

Naturally, a plan to manufacture houses at one central plant is out of the question. No single manufacturer has the facilities or the machinery necessary to do the job. Proposed, however, is a group of important manufacturers of essential materials, to combine their individual resources in producing the various elements which go to make up a house. According to FORTUNE magazine, which has devoted some five or six articles to the problem of housing, those manufacturers who have already announced their intention of cooperating on the problem of a pre-fabricated house, are as follows:

The Pullman Car & Manufacturing Corporation; the Concrete Engineering Company; the Container Corporation of America; the Curtis Company, Inc.; General Electric Company; the Pittsburgh Plate Glass Company; the American Radiator and Standard Sanitary Corporations. In addition, Thomas A. Edison, Inc., one of the largest cement companies in the country, will supply material.

Designs of houses proposed to sell anywhere from \$3,000 up, have already been submitted by Howard T. Fisher of Chicago, who is in charge of the architectural and engineering problems. The General Electric Company's part in the great plan, will be the supplying of wiring and wiring devices, and electric refrigeration.

The most interesting feature of the plan, perhaps, is the marketing and merchandising approach. For the first time in history, houses will be advertised much as automobiles are today. Showrooms will be maintained in hotels and public exhibits maintained in most of the larger cities. Advertising campaigns similar to the reproduction on this page, are planned. Stressed in the copy will be the convenience, simplicity, economy of the pre-manufactured house. Distribution, too, will be through dealers, agencies, much as in the automobile field today.

### For Small Incomes

Price is naturally an important element in the whole plan. The smaller models, with electric refrigeration, plumbing and heating equipment, but without land, are not expected to sell for more than \$3,500. This price, it is anticipated, may soon be reduced to \$2,500. These prices aim, naturally, at the great market dominated by income

scales from \$1,500 to \$3,000 a year. Recently the Department of Commerce estimated that a family pays one-sixth of their income for rent. But in buying a home, since the price includes savings as well as rent, they should be able to devote to it one-quarter of their income. With taxes and upkeep figured on the basis of \$140 a year, there would be available for payment \$360 a year, or \$30 a month. The manufactured house, therefore, comes easily within the category of any other manufactured article, such as the automobile. It is planned to rid the entire housing scheme of its usual first and second mortgage complications. If the family owns a lot, General Houses, Inc., will sell a house, without down payment, and extend the terms for a period of 15 years. Interest would be estimated at 6%, and financing cost at  $\frac{1}{2}$  of 1%.



**H. C. THOMAS**

General Campaign Manager

Marshaled 35,000 employees; they interested prospects, dealers completed the sale. Buyers got no discounts, employees no commissions. Sold: \$2,922,392 worth of appliances.

## WESTINGHOUSE EMPLOYEE CAMPAIGN

**D**URING May and June the 35,000 men, women on Westinghouse payrolls interviewed 68,206 prospects, induced 58,045 persons to buy household electrical appliances having a retail value of 2,922,392—an average of over \$50 per sale.

This plan was conceived and executed by the employees; they interested prospects, dealers completed the sale, delivered the goods, received payment. Retail prices were not cut. Buyers were

given no discounts. Employees received no commissions. Prizes of merchandise were awarded to several thousand employees, silver cups presented in recognition of outstanding work. A young lady who handles hundreds of Westinghouse telephone calls daily, sold, among other things, 76 refrigerators. Her sales totaled \$10,846.65. Incidentally, she won the prize for the woman making the highest number of points.

—The man scoring the highest record sold \$84,755 worth of merchandise—including a \$30,000 contract for lamps.

—Sales of a machinist in the Lamp Company's Bloomfield, N. J., plant totaled \$1,417 and included 87 cartons of lamps, 30 toasters, 14 irons, 6 waffle irons, 5 fans, 4 vacuum cleaners, 4 duster cleaners, 3 refrigerators, 2 percolators, 2 warming pads, an urn, a washing machine, a curling iron.

—An employee, in the East Pittsburgh Works, eating dinner in a restaurant in Duquesne noticed there were no electric fans. He sold 4 fans before he left.

—The manager of the Newark, N. J. warehouse sold 288 refrigerators.

—Dealers to replenish their stocks, to meet the current retail demand, are beginning to reorder from the factories. A moderate stimulus to retail demand will be reflected immediately in increased production which will provide employment for employees now on part time or temporarily laid off.

The breakdown of appliance sales:

Appliances	Number Sold
Refrigerator .....	7,248
Iron .....	8,854
Fan .....	4,661
Toaster .....	4,412
Warming Pad .....	2,257
Washing Machine .....	1,643
Micarta Tray .....	1,617
Curling Iron .....	1,510
Waffle Iron .....	1,475
Duster Cleaner .....	1,443
Range .....	1,021
Percolator .....	952
Vacuum Cleaner .....	942
Hand Vacuum .....	574
Cord Set .....	528
Cozy Glow .....	383
Sandwich Grill .....	329
Hot Plate .....	302
Water Cooler .....	291
Water Heater .....	144
Urn Set .....	99
Table Stove .....	94
Ironer .....	77
Water System .....	62
Tumbler Heater .....	57
Farm Light Set .....	53
Portable Heater .....	34
Solar Glow .....	29
Nofuze Load Centers .....	24
Batteries for Farm Light Set....	16
Auto Engine Heater .....	7
Rectox .....	6
Tailor Iron .....	2
Lamps—Cartons .....	33,056
Lamps—Other .....	2,686



## CHARLOTTE STARTS WIRING

IN CHARLOTTE, N. C., the depression was longer in arriving than in some of the industrial cities of the north where those things are taken seriously. But it came finally and with it a dropping off in commercial load, in big wiring jobs, in appliance sales. Unlike some other communities, Charlotte electrical men began to look around, appraise the possibilities in immediate sales of wiring.

Early this year the various industry branches met under the auspices of a lighting school. They not only studied lighting but took this opportunity to discuss their problems. Business, they found, had dropped to the vanishing point, cooperative endeavor almost non-existent. As a result of the lighting school was born the Charlotte Electrical Association designed to remedy these obvious deficiencies. Composed of wholesalers, dealers, contractors, utility men, architects, it aimed first at unified endeavor, second at creating immediate business. The method: a campaign to modernize small home wiring.

From the records of the Southern Public Utilities Company Roy A. Palmer, illuminating engineer, culled a list of 1,500 names—domestic customers who needed, could be sold additional wiring; wiring for greater adequacy, for convenience, for safety, for protection. Comprising ten per cent of the company's list of 15,000 domestic customers, the plan aimed at reaching only those householders who could be most quickly, effectively sold.

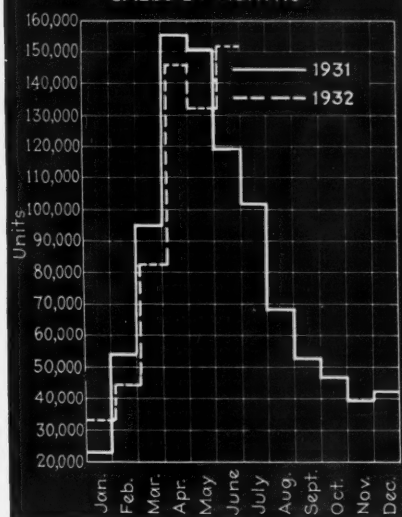
To lead the movement, wholesalers of whom there were five, were designated as the ideal medium to start the activity among contractors, wiremen, inspectors, architects and utility men. Advertising is being run, letters written to prospects, active follow-up taking place.

Progress was slow at first, has been gaining momentum steadily. Education, it was found, had to be directed to the wireman and contractor selling as well as the housewife who had to be told what the added convenience of additional wiring would bring. But orders have been created, an enthusiasm generated and the campaign takes its place among others designed to show what *can* be accomplished by an industry ready to take advantage of the business which only needs to be asked for.

## NEW YORK'S BIG SHOW

THE fall electrical, radio shows in New York and Chicago have become fixtures. New York's, in the past has been held in famed Madison Square Garden, host to fights, circuses, six-day bike races and many another colorful event. It stages some of the biggest shows in the country.

HOUSEHOLD ELECTRIC REFRIGERATOR  
SALES BY MONTHS



Did Federal tax push up the June sales line? Item: page 18

Staged formerly by an independent group, New York's electrical, refrigeration, radio show this year will be put on by the Madison Square Garden Corporation, itself. The date: September 16-24 inclusive. The manager: Joseph Bernhart.

## CENTRAL STATIONS: 17%

SETTING at rest much industry speculation as to the portion of appliance sales made through central stations, the National Electric Light Association, makes public the results of its state-by-state survey of central stations' appliance sales for 1931, which indicates, according to N.E.L.A. Statistician Merle Rainey, that electric light and power companies do 17 per cent of the nation's appliance business. Only three appliances in which the central stations' proportion of the total industry's sales exceed this 17 per cent are electric water heaters, where central stations sell 95 per cent, electric ranges where central station account for 84 per cent of all range sales and refrigerators of which central stations last year sold 18 per cent as compared with 82 per cent sold by all other outlets.

Summarized below are results of N.E.L.A.'s state-by-state survey of 1931 appliances sold by central stations:

	Number of Units Sold	Gross Sales (Dollars)	Gross Sales Per Cus- tomer*	Approximate Percentage of All Electrical Merchandising Per Cent
Lamps.....	25,896,000	\$6,255,400	\$0.42	7
Electric Refrigerators.....	164,109	41,668,600	2.49	18
Electric Ranges.....	101,621	13,701,600	0.78	84
Electric Water Heaters.....	20,961	1,786,800	0.10	95
Other Electric Appliances.....		36,954,800	2.12	15
All Other Electric Sales.....		12,482,200	0.71	
Total.....		\$112,849,400	\$6.62	17

\*Total of Domestic and Farm customers.

## SIMPLEX TO SPEED QUEEN

PURCHASE of the controlling interest in the American Ironing Machine Company (Simplex), oldest manufacturer of domestic ironing machines in the United States, by the Barlow & Seelig Manufacturing Company, Ripon, Wis., makers of "Speed Queen" washers, is announced by Marshall R. Scott, secretary-treasurer, general manager of the washer concern.

The transaction unites two pioneer concerns in their fields. The washer company was founded in 1908, has grown steadily, particularly since 1927, under the general managership of Mr. Scott, who also is vice-president of the American Washing Machine Manufacturers' Association.

The American Ironing Machine Company, began operations in 1905 in a one-story building. Ten increases of factory space have been made in the interval, with the result that the plant now is housed in principal buildings three stories high, and totaling 177x443 feet over all. The company's line of Simplex ironers ranges from a 26-inch domestic model to a 72-inch ironer. It also has achieved wide distribution of semi-commercial washers, ironers and gas and centrifugal dryers for hospitals, hotels, clubs and similar installations.

## VACUUM CLEANERS

VACUUM cleaner sales followed their usual seasonal trend in June of this year, amounting to 30,299 units, as compared with June, 1931, sales of 43,011 cleaners, announces Secretary C. G. Frantz of the Vacuum Cleaner Manufacturers Association. During the first half of 1932, cleaner sales have totaled 248,505 units, as against sales of 402,033 machines during the first six months of last year.

## KENNETH DAMERON

KENNETH DAMERON, executive secretary, Electrical Merchandising Joint Committee, whose survey of electrical appliance sales was reviewed in *Electrical Merchandising's* July issue, is on leave of absence from the Ohio State University, which in no way sponsored the survey. Comments in the Dameron survey from *Merchandising* readers appear on page one this issue.

# The Public Now Accepts

## ... LOCK, STOCK and BARREL

*No longer a need for education  
and specialty selling on general  
items, says Sears, Roebuck chief  
whose company's annual volume  
runs over \$20,000,000*



*Refrigerators  
should not sell for  
less than \$119.50.  
Department stores  
that indulge in any  
cut price orgy are  
laying up future  
trouble for them-  
selves.*

*Sears was forced  
to follow washer  
prices down, Mr.  
Nelson declares.  
Lower prices cut  
into a dealer's re-  
serve for servicing  
and are not the de-  
cisive factor in  
making the sale.*

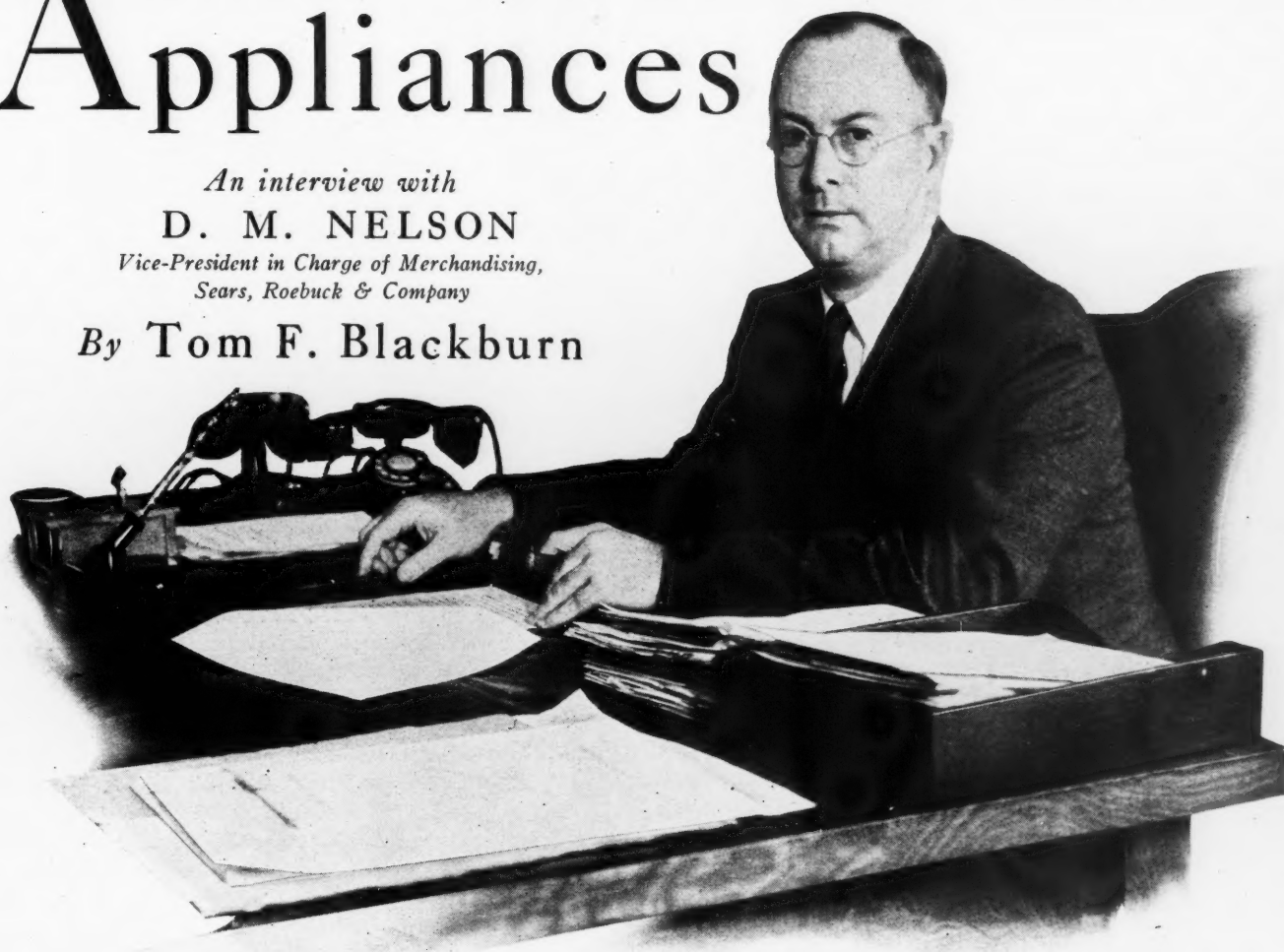




# Appliances

*An interview with*  
**D. M. NELSON**  
*Vice-President in Charge of Merchandising,  
Sears, Roebuck & Company*

*By* **Tom F. Blackburn**



ONE of the barometers of American trade is the catalog of Sears Roebuck & Company. Serving an enormous number of families, rich and poor, it is in a position to offer an accurate picture of what really is generally accepted regardless of contrary impressions given by newspaper or magazines.

Consequently, the statement of D. M. Nelson, vice-president, in charge of merchandising for Sears Roebuck & Company, that the need for educating the public about electrical appliances through missionary specialty men is over, warrants general interest. It bears the weight of experience of a firm today regarded as the largest retail outlet of these items. So completely has the public accepted the electrical idea, Mr. Nelson says, that it has outrun the expectations of manufacturers themselves in this matter.

"Any woman knows that the weekly laundry work is disagreeable," said Mr. Nelson. "It is hard to get the girls to do the dishes, or the boys to beat the rugs. It is recognition of these facts that make people buy appliances. If any member of this family is suddenly confronted with an appliance that does this work for them at a price they can afford to pay they want it. They do not wonder at how the machine performs the task."

With the public at last accepting electric appliances as self-evident marvels, merchandising of new items in the future will not require that period of education or specialty selling felt necessary in the past. Mr. Nelson

thinks. Their introduction will not call for any education, other than advertising and usual selling methods. Pioneering of any new appliances can be accomplished through the department store, provided they satisfy a general need.

Of course specialty selling will be continued in fields where devices serve a need that is outside the pale of everyday life.

Specialty selling has been guilty, Mr. Nelson charges, of having often been done largely to justify a price and not necessarily to convince the prospect that the article would fill a useful niche in his life. Concentrated forceful selling of this sort can bewilder a prospect about real values and it has served this purpose in many instances.

Mr. Nelson does not feel that there has grown up, as a byproduct of specialty sales work, a reservoir of prospects who know about electrical conveniences—but who have put off action until attractive prices have lured them into department stores. Nor does he think that the appliance field moves in any cycle.

"What makes people want an article is something they have always known. It certainly is not necessary to educate the average man or woman on the idea of avoiding hard work or of appreciating savings and conveniences. The minute you flash the fact that this article fills that need, the sale is made, provided the price is within reach."

Mr. Nelson, on the other hand, agrees that it is some-

times necessary to send salesmen into the home. Any kind of merchandise must be sold naturally. A woman coming into a Sears store might become interested in a refrigerator or a washer. While the model she sees answers her wants perfectly, it is not natural for her to buy an article at that price without consulting her husband. Since the husband is usually working and cannot accompany her to the store in daytime, the natural place to sell both husband and wife is in the home in the evening. That is why Sears employs outside men and gives demonstrations—not for the purpose of educating the public or justifying a high price, says Mr. Nelson, but simply to catch the husband and wife together.

"Sears appliances are sold because they fulfill some long-established desire," Mr. Nelson told *Electrical Merchandising*. "Second, they are sold naturally. Third, we try to follow accepted beliefs. I mean by this that the family will accept a round electric fan more quickly than a square one—that women naturally believe a roller wringer is better than a spinner type. Merchandise that conforms to popular opinion is easiest to sell in the long run."

Mr. Nelson does not accept the tradition that Sears Roebuck & Company has followed the policy of waiting until an appliance was fully accepted by the public before handling it.

Go back over the history of the company, he said, and you will better understand the factors that have shaped its policy in this regard. In America a great many pieces of merchandise have been launched while they were still in the experimental stage. They did not function perfectly for the first purchasers because they were not perfected. As a result, the house that sold this merchandise had a great deal of servicing to do. Now, a mail order house does not have the same facilities for giving service on an article as a local dealer. Any mechanical trouble entails correspondence, express charges, and loss of good will from delays. Consequently Sears Roebuck & Company long ago learned that it was the wisest course to avoid the new item until it was a certainty that it was trouble-free and the public understood its operation. This policy has naturally been carried over into the retail store. Merchandise must give satisfaction since the company does not want service troubles or come-backs.

On the other hand, Mr. Nelson pointed out, where the customer knows perfectly well that the article is experimental the firm has not hesitated in pioneering. Long before the war Sears Roebuck & Company carried radio parts for wireless set building. It was among the early licensees under the Armstrong patent.

THE company attitude toward electric ranges can be determined from this previous policy. It may be that they have reached the place where they are mechanically right, said Mr. Nelson. However, he went on, there still remains the problem of wiring necessary for the customer to get enjoyment from his purchase. When this service item is solved, Sears may consider selling electric ranges.

For five years, for example, the electric refrigerator was considered. Company interest dates back even earlier, for one of Sears men was a founder of Servel. A box of the "sandwich" type was wanted—one that took mighty little servicing, and when anything did go wrong permitted detaching the mechanical element for shipping. This was the turning point in Sears decision

to sell electrical refrigerators—not a belief that the public had at last been sufficiently educated into accepting it.

The low prices on electrical appliances within recent months have been due to purely competitive conditions, and not to any drastically reduced purchasing power on the part of the public, said Mr. Nelson. This competitive condition has arisen out of a situation in the manufacturing field. Manufacturers have found it possible to buy parts from many sources and virtually assemble their machines. With a smaller investment needed to manufacture, naturally the machines can be sold more cheaply. The result has been prices which were impossible a few years ago when an elaborate set-up was necessary before each maker could produce.

It has not been the wish of Sears, Roebuck & Company to depress prices on electric appliances, stated Mr. Nelson. Sears did "shade" the price on one well-known washer, slightly. Aside from this it has been the manufacturers of washing machines who have kept lowering prices. Sears would have been content with a washer price of \$59.50, Mr. Nelson said, but the competition proceeded to cut to \$49.00 and Sears, Roebuck had to follow.

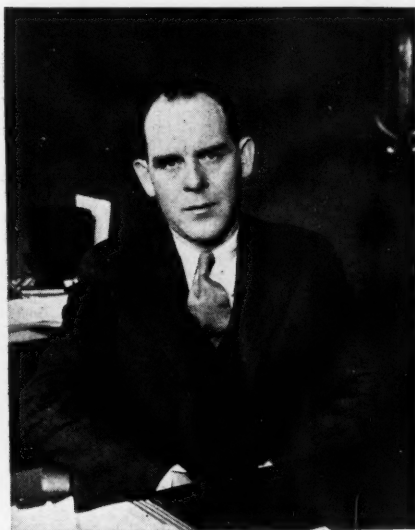
It is not common sense for a merchant to desire to sell at a lower price, he said. The customer expects just as much service with a low priced washer as with a more expensive model. The difference in prices is not a decisive factor with the customer anyway, so why should any far-sighted house lower prices on the item until forced to?

MR. NELSON declared that he feared the electrical refrigerator was starting on the same toboggan slide as the radio. It was utterly needless that this orgy of price-cutting be gone through with but was apparently not avoidable. Prices on electric refrigerators should not go below \$119.50, he said. Sears, Roebuck & Company has no desire to sell the \$109.00 model except where the competition forces them to, but with a lot of makers jumping in the market is being spoiled. As with the washing machine or other electrical appliance, the difference in price is not vital to the customer but it is to the merchant who sell is. To the merchant it is often the margin of profit.

The experience of most department stores selling electrical appliances has not been great enough in this line for them to see the possibilities of trouble ahead in the way of service, Mr. Nelson remarked. There is certain to be a demand for service ultimately by the purchasers, and they always turn to the place where they bought the device. Then the department store which has not figured a future service cost in the price of appliances is slated for trouble. An electrical refrigerator or other appliance which causes trouble incessantly and is not properly taken care of sits around the home as a daily remainder of dissatisfaction, Mr. Nelson said. It offers a sure method of killing the good will which the department store has so painfully built up.

Another thing that department store executives are not remembering these days is the fact that no department store is in the same position in regard to service facilities as a distributing organization with its branch offices all over the city. The trouble calls to the department store are often miles apart and require endless traveling. On the other hand the specialized distributing organizations have shops in every neighborhood which enables them to simplify greatly the problem of taking care of trouble quickly and inexpensively.





L. A. PARKER

13 years start, 18,000 to shoot at,  
325 sold.

## DEALER SELLS 75 RANGES IN 10 WEEKS

CAN the contractor-dealer sell electric ranges? Opinions seem to differ sharply. Yet the successful accomplishment of the range sales program reveals a crying need for his participation in this business. Periodically, *Electrical Merchandising* will report operations, ideas from those contractor-dealers who see in the electric range a merchandising opportunity. Presented here is the story of the Barker-Fowler Electric Company, Lansing, Mich. Their activity is one which might bear emulation. How and why they sell ranges (G. E. Hotpoint) is told by L. A. Parker, manager of appliance sales:

"While we have been identified with the sales of electric ranges for the past 13 years, it has only been during the last four years that we have aggressively pushed the sales of this commodity. In that period, with intelligent sales plans, we sold in the neighborhood of 325 ranges. If we were not convinced before, we certainly were after this volume was secured, and with our entire sales force displaying the highest enthusiasm over the volume, we 'stepped on the gas' on October 15, 1931, for a final drive with the result that 75 ranges were placed by us in the homes in Lansing within 10 weeks.

"In Lansing there are about 2,000 electric ranges in use representing a saturation of about 10 per cent based on 20,000 residential meters. While the saturation point may be higher here than in many other communities we

still have plenty to shoot at—18,000 fair to good prospects.

"Having a fertile field, a well designed and manufactured product, we needed only a consistent, logical sales plan to project ourselves into the market. Fortunately, the national advertising campaign and publicity has undoubtedly accelerated the acceptance of this modern method of cooking. Our local power company tied in with this campaign by promotional activities designed to stimulate electric cooking. Emphasis was placed on speed, safety, cleanliness and the reaction of the public was most favorable.

"To help us substantially beat the quota we set for this year we are employing the following facilities: A complete display of ranges is maintained on the floor and in the window of our store; newspaper, direct mail advertising is being used; demonstrations are periodically held in our store, and we employ seven outside salesmen. A young lady capable of demonstrating all electrical appliances and who is equally useful in keeping sales prospect records is employed regularly.

"Our firm has been in the contractor-dealer business in Lansing for some time and past business relationships are a factor in assisting us to determine who some of our prospects are, although our salesmen are constantly making calls to insure our having a live prospect list to work on. We started out originally with the names of people our firm dealt with at one time or another and made a survey which over a period of time was built up to 2,000 cards listing the names of the individuals, whether they live in a house or apartment, what electrical appliances they own, and how old are they, with a notation listing the appliance they were interested in. We use these cards now together with other

names we secure to make up the salesman's list of calls to be made daily. To people who may not know us we send a letter of announcement informing them about the call to be made by our appliance specialty. This eliminates cold turkey selling, aimless door bell punching and leads to a more profitable utilization of a man's time.

"Our range cooking demonstrations are the most effective means of creating sales that we have so far employed. Invitations to attend are extended through newspaper advertising, direct mail. Our salesmen, of course, see to it that their best prospects are on hand. In addition, we attempt to have some enthusiastic range users present. In a small group they are inclined to express themselves on the wonderful success they are having with their ranges and in a measure that is helpful sales psychology. The dishes cooked are of the regular dinner variety, roasts, vegetables, cakes and pies. Cleanliness, ease, precision of electric cookery is featured. Questions are prompted and the answers sought from the users in attendance as well as from the person in charge of the demonstration. Intelligently conducted demonstrations are a factor in creating that desire in the prospect's mind of wanting to cook electrically also. It is a factor in helping us close sales that may have been pending.

"Good gas ranges are taken in at a set limited allowance with the understanding that if we dispose of them at a higher price the customer will be credited with the difference. So far, this plan has worked out satisfactorily.

"Installment sales are handled on a 12 months basis through a local finance company. In the second half of 1931 out of upwards of 75 ranges sold, 60 per cent turned out to be cash deals when handled on a 90-day open account.



For a dealer's store an unusual sight.  
Among the prospects some users.

# air conditioners

NEW ORLEANS

KEEPS COOL

**G**ATHERING momentum with each succeeding month, the business of selling air-conditioning devices (especially room coolers) to the domestic market is assuming real proportions. Chief deterrent to the sale at present is (1) insufficient knowledge on the part of the public as to the equipment available (2) similar lack of adequate information on the part of the electrical merchants (3) relative high price of the equipment in a depressed market.

Following on the footsteps of St. Louis, however, where a cooperative Air-Conditioning Bureau is planned, active central station promotion under way, comes a report from New Orleans revealing similar activity. The personal experience of W. E. Clement, commercial manager, New Orleans Public Service, Inc., with air conditioners in his own home (Frigidaire) has led to the enthusiastic promotion of the device by the power company.

Mr. Clement's letter follows:

"I have a fairly hot, or rather cold story, and certainly an opportune one, to give you in connection with an air conditioning experiment I have been carrying on recently at my home in this city.

"While I have found that cooling certain rooms such as the living room and dining room have attractive possibilities, the big field outside of commercial applications is the *sleeping apartment*. Every night and all night since the warm weather set in, the cooling system shown in my sleeping apartment has been operated. With night temperatures during heat waves around 87 or 90 degrees outside, I maintain an average of 75 degrees inside. This, with the lowered relative humidity (reduced, from about 70 or 72 to about 60), makes very comfortable sleeping conditions.

"As to the cost, and excluding other uses of electricity in the home, as I have a special air conditioning equipment meter, the consumption for such an installation as mine, including the three rooms equipped, runs between five and six hundred kw.-hr. per month. Certainly at the average rate now earned in the fully electrified home, this is a justifiable expense, and opens up untold possibilities in the way of business development.



*Commodious, stately is the home of W. E. Clement in New Orleans; now it is air-conditioned*

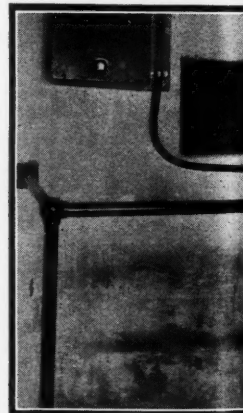
"My home happens to be located on a much traveled avenue and Mrs. Clement and I have for years suffered along with millions of others from the annoyance of traffic noises, these being especially noticeable and trying in the summer.

"Using air conditioning, with windows mostly closed—operating what we call "Winter Ventilation" methods (one bed-room window partly open, and a window up in an adjoining bathroom) we so adjust the ventilation and cooling so as to arise in the morning greatly refreshed and sensing what closely resembles the tang of spring or fall in the air.

"As a long time resident of this section and an old trooper in the commercial end of this business, I can say truthfully that I believe we have stumbled on the real thing, and one which will certainly have appeal, when it becomes generally known that hot, sticky nights need no longer be suffered, and in their place can be substituted such delightful comfort and health giving relaxation as is now available. Even the slight hum of the fan motor in the air conditioning unit is an advantage, as it absolutely blots out intermittent street noises, including even the passing fire engines, thus promoting restful sleep.

"To slumber, rise, bathe and dress in ideal cool weather conditions, when it is frightfully hot outside, is indeed conquering one of the great bugaboos and drawbacks of the southland, in fact, of this entire country in the sum-

*Air - conditioning three rooms runs between 500 - 600 kw.-hrs. per month; consumption tabulated on special meter; at right the compressor.*

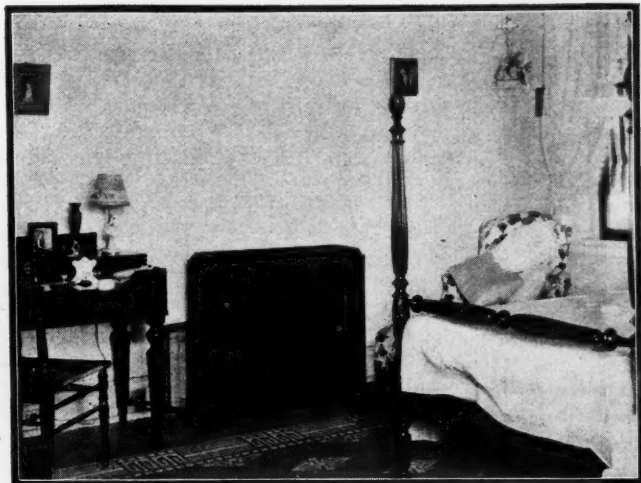


**W. E. CLEMENT**

*'As an old trooper . . . I believe we have stumbled on the real thing'*



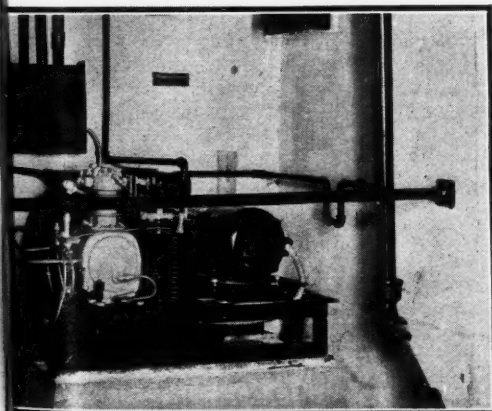
## air conditioners



"Every night . . . the cooling system . . . has been operated. With night temperatures, during heat waves, around 87 or 90 degrees outside, I maintain an average of 75 degrees inside."



"Cooling certain rooms, such as the living room and the dining room have attractive possibilities. At the average rate this is a justifiable expense, and opens up untold possibilities."



mer. We can all get along fairly well in the day time; it has been the night hours which have brought the greatest discomfort, when hot, stuffy rooms took their toll in enervation and loss of rest which nature demands."

### AIR CONDITIONING SALES

**A**LTHOUGH air conditioning equipment manufacturers' factory sales for the first five months of this year (\$3,647,699) are considerably below those of last year's comparable period (\$7,194,365), May, 1932, sales hit a new high for this year, amounting to \$794,837, according to data collected by the Bureau of the Census, U. S. Department of Commerce, from 41 manufacturers. Far more encouraging, we be-

lieve, would be sales figures from the entire air conditioning industry which now includes many new manufacturers not yet making sales reports to Washington.

### THEY HAVE THE TALKING POINTS, ALL RIGHT

**U**NDER weather conditions hot enough to melt the ears off of a brass monkey, Chicago's first air conditioning show colorfully drove home sales points that have given the industry prestige as a possible depression lifter.

Some 45,000 visitors who came to cool off remained to hear salesmen say that—

- (1) Air conditioning keeps furniture from creaking and falling apart.
- (2) It helps to keep pianos in tune.
- (3) Flowers and plants are not nearly so like to wither and die when the air is conditioned.
- (4) Air conditioning helps to prevent cracks from appearing in plaster.
- (5) It acts to prevent doors and windows from rattling.
- (6) It stops woodwork from warping.
- (7) Paint and varnish do not crack in proper atmosphere.
- (8) In an air-conditioned home golf clubs will not warp.
- (9) It helps you to feel warmer at lower temperatures.
- (10) Air conditioning is a preventative (in many instances) of coughs, colds and nasal catarrh.

(11) It helps to ward off mental fatigue and lowered vitality.

(12) With air conditioning one loses less time from work.

(13) In an air conditioned home complexions do not dry out and are much fresher.

*Priced from \$32 to \$1,000*

The type of units shown gave as wide a variety of performances as might be expected from so broad a term as "air conditioning." The floor of the Commonwealth Edison Electric Shop, which sponsored the show, held devices ranging from a tiny fan to complete furnaces. E. K. Christian, in charge of the exhibits, placed the devices into four general groups:

(1) Filters designed to cleanse the air of dust, pollen and germs, were the simplest types on exhibit. These appliances do not cool the air, but simply force it through filters, and are made to appeal to hay fever sufferers and their brethren.

(2) Humidifying appliances, which filter or wash the air and charge it with the proper amount of moisture.

(3) Room coolers, which employ ice or mechanical refrigeration units as a media of operation. Some of these filter the air. The larger systems are of a fixed nature, much like radiators.

(4) Weather control plants were displayed which operate in connection with hot air furnaces. They provide forced circulation of humidified units for supplying chilled air.

Room coolers using ice seemed the most common type on exhibit. Consuming from 75 lb. of ice a day up, their

# air conditioners



Visitors to Commonwealth Edison's Air Conditioning Show at Chicago tried out the effects.

makers pointed to the fact that they took up little space, required no mechanical setup and could be rolled about, dropping the temperature around 10 degrees wherever put into operation. One firm featured a model for room rental use by hotels.

The exhibitors were as follows:

Frigidaire Corporation (Stover), display of mechanical coolers.

Copeland Refrigerator Co.; display of mechanical room coolers.

Ilg Electric Ventilating Co.; display of mechanical and ice room coolers.

Carrier York; display of mechanical room coolers and humidifiers.

Lewis Air Conditioners, Inc.; (B. F. Reynolds) display of ice room coolers and humidifiers.

National Korecta Sales Co.; display of ice room coolers.

Pure-Aire Corp.; display of humidifiers.

Clements Mfg. Co.; display of dry ice room coolers and humidifiers.

H. S. Kaiser Co.; display of ice room coolers.

Modine Mfg. Co.; display of ice room coolers.

American Air Filter Co.; display of filters.

Chilaire Corp.; display of ice room coolers.

Chicago Pump Co.; display of ice room coolers.

Campbell Metal Window Corp.; display of air filters.

Hess Warming & Ventilating Co.; display of humidifiers and air filters.

Air control Systems, Inc.; display of air conditioners.

Holland Furnace Co.; display of humidifiers.

Perfex Corporation; display of filters. Independent Air Filter Co.; display of filters.

Schwartzbaugh Mfg. Co.; display of humidifiers.

Gilbert Mfg. Co.; display of humidifiers.

## 5,000 Invitations

In addition to daily advertising by the Commonwealth Edison Co., 5,000 special invitations to the show went to building managers, vice presidents of railroads, millinery shops, general passenger agents of railroads, hospitals, physicians, railroad presidents, dentists, lawyers, restaurant proprietors, hairdressers and beauty parlors, barber shops and architects.

While originally scheduled for two weeks the increasing attendance at the show induced the Electric Shop to extend the time another week. The exhibition ran from July 11 to 30, and is being considered as an annual feature.

"I hope that air conditioner manufacturers will be in a position to profit from the very start from certain merchandising facts we have learned about other appliances," said E. A. Edkins, head of the Electric Shop. "It is important from the selling standpoint that air conditioning units be beautiful in appearance and fit appropriately into home and office surroundings. It took us a long time to discover the sales value of color and design and I am glad to pass on this suggestion to a new industry just making its start."

## TINY JOB

ONE of the most interesting sales of air conditioning equipment made thus far was reported recently by F. L. Orcutt, manager, air conditioning division, the Stover Company, Frigidaire distributors.

A single unit has been installed in the smallest bakery in Chicago, Schwefer's, at 2752½ N. Clark St. The bakery is so small, salesmen report, that they had to transact their business with the owner in the hallway of an adjoining building.

One of the suspension model conditioners was installed in the store and the compressor placed in a soundproof housing over a small washroom.

## G. E. UNDER WAY

GENERAL ELECTRIC's Air Conditioning Department started commercial operations during the latter part of July in 25 cities in the northeast, it has been announced by J. J. Donovan, manager. District sales representatives are now selecting local business firms to market the new line of air-conditioning and oil-heating equipment. Franchises will be given to only one firm.

Cities in which commercial operations are to be started include Boston, Worcester, Springfield, New Bedford, Fall River, Providence, Hartford, New Haven, Bridgeport, Albany, Troy, Schenectady, Utica, Syracuse, Rochester, Jersey City, Newark, Trenton, Camden, Philadelphia, Baltimore, Washington, and New York.



## COMMONWEALTH EDISON SHOW

A view of the floor at the exposition of air-conditioning equipment.



# Letters

(Continued from page 1)

store a higher place in the distribution of household electrical appliances than the May report of the Electrical Merchandising Joint Committee. Had the Electrical Merchandising Joint Committee used the same classification plan as the McGraw-Hill publications, namely, "Hardware and Housefurnishing" stores, this group would have shown 10.8% whereas the McGraw-Hill survey showed but 9% and the per cent going to hardware and housefurnishing stores is not recorded separately. The survey of the Electrical Merchandising Joint Committee took care to point out that its subsequent analysis of wholesalers' sales by customer types would enhance the importance of the hardware dealer. This same reasoning may also apply for other customer types.

It is obviously unsound to compare sets of market data which are non-comparable. Throughout, the article appearing in the July issue of ELECTRICAL MERCHANDISING does this either by implication or direct comparison. For example, a report of the Electrical Merchandising Joint Committee states clearly that it is presenting an analysis of manufacturers' sales by customer types. Hence, comparisons with the Census figures for the state of Connecticut are invalid.

Your article published a letter by Mr. C. E. Greenwood, Commercial Director, National Electric Light Association, who states that the figures of the Electrical Merchandising Joint Committee are at variance with published figures from other reliable sources. Apparently this statement is not based on the fact that the report of the Electrical Merchandising Joint Committee was confined to manufacturers' sales by customer type. Further, it is not unusual that merchandising studies should be in disagreement. Most of them are developed under different conditions and with different objectives.

As Chairman of the Sub-Committee of the Electrical Merchandising Joint Committee in charge of this particular survey, I should have been glad to have discussed this matter with Mr. Greenwood. It is one of my responsibilities to oversee this research project. To this end the report was checked, verified and released.

The assumption of the article appearing in your magazine that the research work of the Electrical Merchandising Joint Committee was based solely on a questionnaire investigation is evidently based on misinformation. The Electrical Merchandising Joint Committee in addition to the use of the questionnaire made extensive field investigations using trained investigators in a number of

trade areas. Access to retailers', wholesalers' and manufacturers' sales records were obtained. Consumers were interviewed and the report clearly states that the field observations offered more revealing data than the questionnaire.

It is not unusual or unfair that figures of our Committee should be released from time to time. Many reports by government, trade associations and university bureaus are distributed without the inclusion of the entire marketing process. For example, I have before me a Distribution Cost study of the United States Department of Commerce. This particular study deals only with wholesaler's costs in electrical goods distribution. Furthermore, in your article you quote Census of Distribution figures for the state of Connecticut and yet this state represents but a small fraction of the Census of Distribution.

In my observation of business research projects I have seen none containing the names of those contributing to the survey. The very essence of securing confidential data from distributors is the fact that no names will be given out and that this material will be held in confidence. Trade associations could not possibly collect important market facts if they released the names of those supplying the information. As a matter of fact, the McGraw-Hill publications have not released the names of those who contributed data to their investigation.

The reports developed by the Secretary of the Electrical Merchandising Joint Committee are a definite part of the program of that Committee. I was made Chairman of a Sub-Committee in charge of this development. All materials collected and released are in harmony with the program of this Committee. Therefore, it creates an erroneous impression to identify the Secretary in charge of this report with any connection other than the Electrical Merchandising Joint Committee. Ethical journalism demands that facts be presented and when you are preparing an article dealing with a study which was directed by the Electrical Merchandising Joint Committee, please give the authority of that Committee.

The Electrical Merchandising Joint Committee is making rapid progress. It is adjusting in a constructive and cooperative manner many competitive difficulties attending the marketing of household electrical appliances. I have reasons to believe that the time is not far distant when the work of this Committee will stand as the program of cooperation in the distribution of electrical appliances.

B. H. NAMM.

Chairman, Sub-Committee on  
Electrical Appliance Merchandising.

## "Unfortunate Choice of Words"

To the Editor:

Your editorial comment in July ELECTRICAL MERCHANDISING to the letter of Mr. Robert J. Nickles, contains the statement that "I did not see fit" to respond to your invitation for an expression on Utility Merchandising. On May 18th, I telegraphed you as follows:

"The Utility merits the right to merchandise when in doing so the dealer is regarded, not as its competitor, but as a part of its sales organization receiving consideration and encouragement as such."

When this statement did not appear in the June issue I concluded that it had reached you too late. When you state that I as Chairman of the Trade Policy Committee of the A.E.I. did not see fit to respond you have made an unfortunate choice of words which places our Association in an embarrassing position. J. A. FOWLER.

We did not publish the telegram referred to because we did not regard it as the comment requested.

In my letter requesting this statement I stated that we were planning to present the viewpoints of the leaders representing the various industry divisions on the most controversial of questions—

Should utilities merchandise—and if they merchandise what are the policies or methods by which they can accomplish their own ends of load building and yet lend the greatest help to the contractors, wholesalers and all the merchants legitimately engaged in selling electrical appliances?

In asking for your opinion I requested that you keep your expression to about 800 words, and I invited you as chairman of the trade policy committee to speak for the Association of Electragists. As I pointed out in the last paragraph of my letter—we wanted your frank opinion and your constructive comments.

My statement to Mr. Nickles was certainly not made with a view to embarrassing your association, but was to clear up in Mr. Nickles' mind the impression that we had closed our pages to a full discussion of this problem. We still feel that your brief telegram was not the comment on this question which we invited you to make.

I am printing your letter in order to get the record straight.—Ed.

# Review of

## REFRIGERATORS



### Frigidaire

Frigidaire Corp., Dayton, Ohio

No. of New Models: 3 "Moraine"

Capacities: 4 cu.ft. to 6 cu.ft.

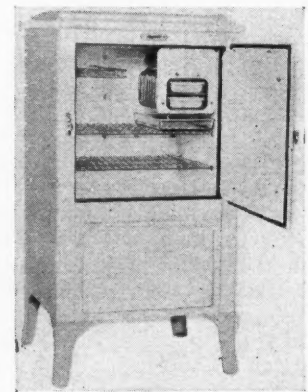
Finish: 5 coats white Duco-on-steel exterior; porcelain on steel interior

Special Features: hydrator; quickcube ice tray; bar-type sliding shelves; external cold control

See range classification for combination refrigerator-range

Finish: lacquer or porcelain-on-steel; French grey trim on "D" models

Special Features: 8 freezing speeds; automatically-lighted interior Kold Keeper; automatic fast freezing; frost chest; crisper; 4-zone cold control



Finish: all porcelain; elasto; black elasto for office use

Compressor: rotary type, removable unit,  $\frac{1}{2}$  hp. motor

Prices: porcelain, \$119.50; black elasto, \$125; elasto, \$129.50; porcelain, \$149.50



### Gibson

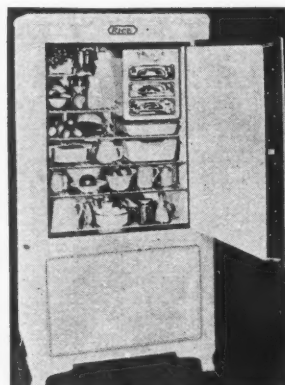
The Gibson Electric Refrigerator Corp., Greenville, Mich.

No. of New Models: 1—SG-54

Capacity: 5.4 cu.ft.

Special Features: Gibson MonoUnit, combining evaporator, compressor and motor

into one removable unit  
Price: \$169.50



### Rice

Rice Electric Refrigeration Inc., 36 Flatbush Ave., Extension, Brooklyn, N. Y.

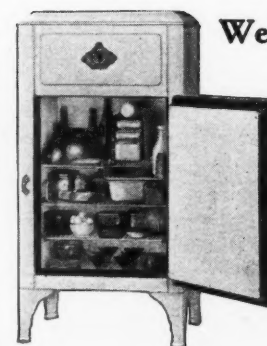
No. of New Models: 5—P-4, P-5, 6-E, 4-E, 5-E

Capacity: P-4, 4.65 cu.ft.; P-5, 5.72 cu.ft.; 6-E, 6.4 cu.ft.; 4-E, 4.6 cu.ft.; 5-E, 5.2 cu.ft.

Compressor: GE automatic defrosting switch; GE motor, Dry-Zero insulation

Finish: P-4 and P-5 porcelain inside and out; balance interior porcelain, exterior white Duco enamel

Special Features: 9 pt. cold control; vegetable hydrator



### Westinghouse

Westinghouse Electric & Mfg. Co., Mansfield, Ohio

No. of New Models: 4 De Luxe; 3 Standard

Capacities: De Luxe 7.2; 9; 13.5 and 20.1 cu.ft.

Standard 4.2; 7.2, and 9 cu.ft.

Finish: De Luxe—porcelain interior and exterior. Standard, exterior lacquer; interior porcelain

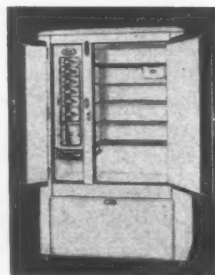
Special Features: lighted interior; built-in crisper; easy rolling; flat ribbon shelves; all steel cabinets

### Kelvinator

Kelvinator Sales Corp., Detroit, Mich.

No. of New Models: 4 lines—"K" "PK" "S" "D" or De Luxe

Capacities: "K" & "PK"—8.1 to 14.2 sq.ft. shelf area; "D" 12.16 to 41.48 sq.ft. shelf area



### Majestic

Grigsby-Grunow Co., 5801 Dickens Ave., Chicago, Ill.

No. of New Models: 1; 3 styles—regular; sink-high with drain board top; table-top

Capacities: 3.4 and 4.1 cu.ft.



# NEW Products

represent, however, an impartial cross-section of the scope of appliances which have been produced, marketed since the first of the year.

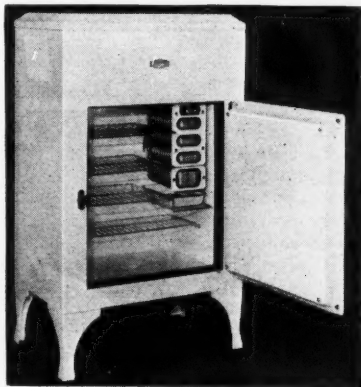
• These are the devices which should be in dealer's hands, which should be available for purchase by the consumer in the coming fall months. Stocks in dealer's hands at present are pitifully inadequate; without goods to display, without goods to sell and without conscientious, consistent efforts to sell, this industry will find itself poorly equipped to obtain its proportionate share of money that will be spent and is being spent for the home.

## Buckeye

Domestic Industries, Inc.,  
282 N. Diamond St., Mansfield, O.

No. of New Models: 3

Capacities: 4.4, 5.5, 7.7 cu.ft.



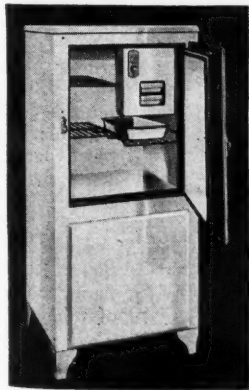
Finish: porcelain interior, lacquer enamel on steel exterior

Compressor: vertical reciprocating; permanently lubricated

Special Features: 8 pt. cold control; deep pudding tray

## Leader

Stewart-Warner Corp.,  
1836 Diversey Parkway, Chicago, Ill.



No. of New Models: 1

Capacities: 4 cu.ft.

Finish: porcelain interior, lacquer exterior

Special Features: 8 pt. cold control

Price: \$99.95

## Sparton

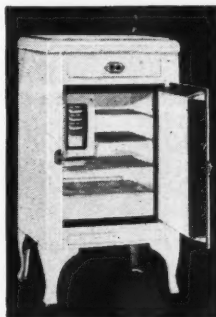
Sparks-Withington Co., Jackson, Mich.

No. of New Models: 3

Capacities: 4½, 5½, 7 net cu.ft.

Compressor: Fan belt eliminated; unit easily installed

Special Features: 8 pt. cold control; bar-type sliding shelves; sure-close door latch; ample beverage space



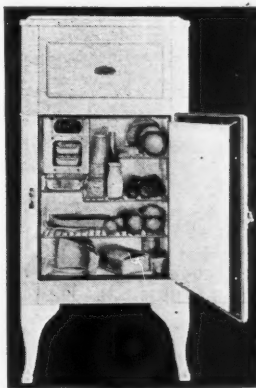
## Crosley

Crosley Radio Corporation, Cincinnati, O.

No. of Models: 3

Capacities: 3½, 4½, 5½ cu.ft.

Finish: porcelain-on-steel exterior; porcelain interior

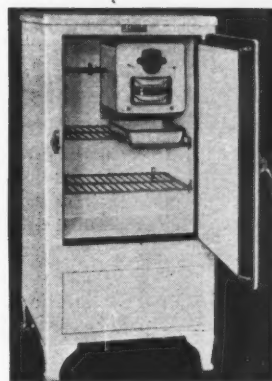


Compressor: slow speed reciprocating; ½ hp. motor

Special Features: cold control, thermal cut-out, de-frosting switch, removable top

Prices: \$89.50, \$99.50 and \$139.50.

## REFRIGERATORS



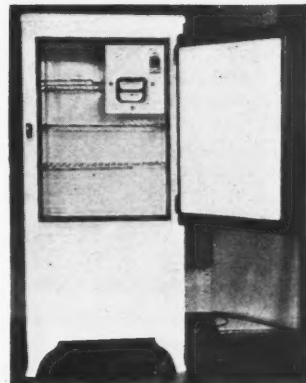
## Servel

Servel Sales Inc., Evansville, Ind.

No. of New Models: 2 "Viscountess" "Marchioness"

Capacities: Viscountess 10 sq.ft. food storage; Marchioness 3.2 net food capacity and 6.7 cu.ft. shelf area

Special Features: Chromium plated tray handles; large dessert tray



## Ice-O-Matic

Williams Oil-O-Matic Heating Corp.,  
Bloomington, Ill.

No. of New Models: 9—L-40; L-50; L-60; P-50; P-60; L-50-T; L-60-T; P-6 De Luxe and Y4.

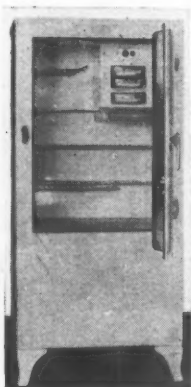
Capacities: L-60, P-60 and L-60-T, 6 cu.ft.; L-50, L-50-T, and P-50, 5 cu.ft.; L-40, 3.8 cu.ft.; P-6 De Luxe, 6.32 cu.ft.; Y-4, 3.8 cu.ft.

Finish: P-6 De Luxe, porcelain exterior and interior; balance lacquer exterior, porcelain interior

Special Features: 1 piece construction, cadmium-plated evaporator; removable shelves; single unit porcelain front and temperature control; L-50-T and L-60-T top mounted models; balance base-mounted

# Review of

## REFRIGERATORS



### Apex— Rotarex

Apex Rotarex Corporation,  
Cleveland, O.

No. of New Models: 2 Rotarex—  
5 Apex De Luxe

Capacities: Rotarex line—4 and  
6.2 cu.ft. Apex  
line—7.7, 9.1,  
13.7 sq.ft.

Finish: porcelain  
interior, enamel  
exterior.

Special Features: all porcelain cooling  
unit lighted interior.

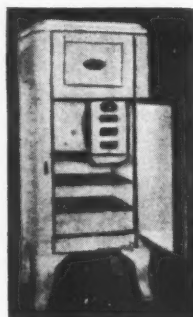
Prices: Rotarex L-410 \$119.50; L-610  
\$149.50; Apex from \$169.50 to \$299.50

### Grinnell

Grinnell Washing Machine Corp.,  
Grinnell, Ohio

No. of New Models: 4—4E, 5E, 6E, 7E  
Capacity: 4E, 4.47 cu.ft.; 5E, 5.3 cu.ft.;  
6E, 7 cu.ft.; 7E, 8.3 cu.ft.

Finish: porcelain interior, all steel ex-  
terior



Special Features:  
Grinnell floated  
streamline unit;  
GE motor;  
mounted on  
board; easily re-  
movable. No.  
7E, has 2 doors

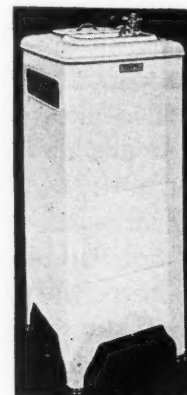
### Servel

Servel Sales Inc.,  
Evansville, Ind.

No. of New Mod-  
els: 1 SB-C

Finish: white,  
bronze, olive  
green or ma-  
hogany

Special Features:  
sanitary angle  
stream jet;  
drip guard;  
storage cham-  
ber for fruits,  
drinks, etc.



## WASHERS



### Cinderella

Black & Decker Mfg. Co., Towson, Md.

No. of New Models: 1

Type: 13 gal. copper wash boiler; bubble  
action, vacuum

Wringer: 8 in. Lovell made to fit tub  
obtainable at slight additional cost

Special Features: 4 double sheet capacity;  
Universal Black & Decker Motor;  
weight, 25 lb.; portable when empty

Price: \$29.50



### "1900"

Nineteen Hundred  
Corporation,  
Binghamton, N. Y.

No. of New Mod-  
els: 4

Type: 3-vane agi-  
tator with center  
post

Wringer: No. 400  
Lovell, 2½ in. bal-  
loon rolls; No.  
400 De Luxe and  
No. 405, Lovell  
2½ in. balloon  
heavy roll,

clothes guides; De  
Luxe Bulldog, 2½ in. balloon rolls.

Finish: porcelain enamel; dappled ivory;  
No. 400 De Luxe 405 and Cataract De  
Luxe chromium plated ring at top of  
tub

Special Features: 6 lb. dry capacity; ¼ hp.

motor; high pressure electric pump on  
No. 405; automatic time switch on De  
Luxe Cataract

Prices: No. 400, \$49.50; No. 400 De  
Luxe, \$59.50; No. 405, \$69.50; De  
Luxe cataract, \$89.50

### ABC

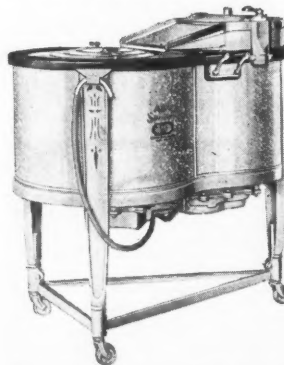
Altorfer Bros. Co., Peoria, Ill.

No. of New Models: 3—33, 77, and Lib-  
erty

Type: No. 33, double tub, agitator-  
wringer; No. 77 spinner; Liberty,  
wringer-agitator soft

Wringer: 2½ in. balloon rolls; 4-spring  
roll pressure; No. 33 swings to 8 posi-  
tions at touch of finger

Finish: No. 33, porcelain inside and out,



Wedgewood green mottled in white;  
No. 77, vitreous enamel, two-tone light  
green with beige stippled tub; Liberty,  
two-tone grey with grey stippled porce-  
lain tub

Special Features: No. 33, twin tubs, each  
5 lb. dry capacity; No. 77 washes and  
damp dries 7 lb. simultaneously; cen-  
trifugal dryer, completely enclosed; re-  
volving turret; Liberty, 14 gal. capac-  
ity.

Prices: No. 33—\$150; No. 77—\$129.50,  
with pump \$139.50; Liberty—\$99.50,  
with pump \$79.50

### Maytag

Maytag Co.,  
Newton, Iowa

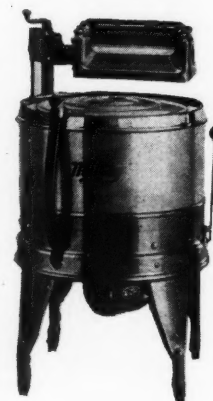
No. of New  
Models: 1 —  
No. 25

Type: Four-wing  
gyratator

Wringer: May-  
tag enclosed;  
soft rolls; saf-  
ety release; 5½  
in. spread be-  
tween rolls  
possible.

Finish: cast alu-  
minum tub;  
polished flange

Special Features:  
Concave tub bot-  
tom providing sediment zone for loose  
grit to drop; counter-sunk gyrotator.



### GE

General Electric Co., Merchandise Dept.,  
Bridgeport, Conn.

No. of New Models: 2—Model N and  
Model X

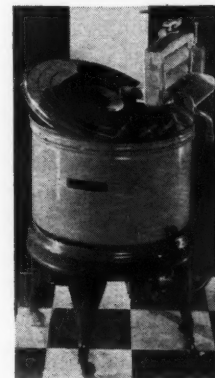
Type: "N" Activator with pump; "X"  
agitator, 6 lb. capacity

Wringer: "N" trough type; oversized  
black and  
white rolls;  
"X" 1½ in.  
white rolls.

Finish: Vitreous  
porcelain  
enamel; "N"  
blue lacquer  
with mottled  
blue; "X"  
horizon blue

Special Fea-  
tures: Rubber  
flange on rim  
of tub.

Prices: "N"  
\$99.50; "X"  
\$69.50



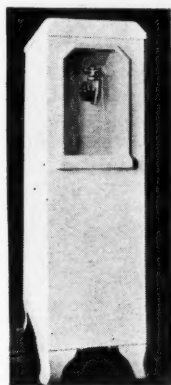


# NEW Products

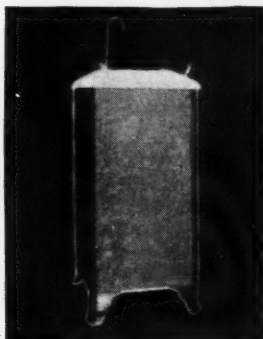
## WATER COOLERS

### Gibson

Gibson Refrigerator Corp.,  
Greenville, Mich.  
No. of New Models: 3—WG-67; GB-67; De Luxe



Finish: WG-67, black & white; GB-67, black or white lacquer  
Special Features: city water pressure or water bottle.



### Ice-O-Matic

Williams Oil-O-Matic Heating Corp.,  
Bloomington, Ill.

No. of New Models: 1—JP  
Type: push-button or bottle  
Special Features: 3 gal. per hr.; 10 in. gooseneck with push-button.

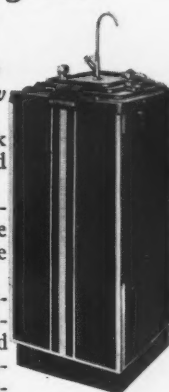
### Kelvinator

Kelvinator Corp., Detroit, Mich.  
No. of New Models: 6  
Types: pressure, bubbler top pressure, bottle with refrigerated storage compartment  
Special Features: splash guard; self closing faucet; adjustable temperature control; angle stream type bubbler.



### Westinghouse

Westinghouse Electric & Mfg. Co.,  
Mansfield, Ohio  
No. of New Models: 4  
Finish: black Micarta and chrome  
Types: pressure, bottle and portable bottle  
Special Features: hermetically sealed motor and compressor; Westinghouse Built-in Watchman; Temperature Selector; automatic operation; storage space for beverages and fruit with lock and key.



## WASHERS

### Prima

Prima Mfg. Co., Inc., 21st & Arch Sts.,  
Philadelphia, Pa.  
No. of New Models: 4—Prima Quickway; Prima; Prima Quickway-Neverscrush; Prima Spin-Dry  
Type: submerged agitator  
Wringer: Prima and Quickway, Lovell wringer; Quickway-Neverscrush squeeze Dryer  
Finish: all porcelain tubs  
Special Features: Quickway 5 sheet capacity; 1/2 hp. direct motor; Prima, 8 sheet capacity; 1/2 hp. motor; Quickway-Neverscrush; 7 sheet capacity, latest type agitator; 1/2 hp. motor; Spin-Dry, single lever control; positive pump equipment; 7 sheet capacity  
Prices: Quickway, \$59.50; Prima, \$79.50; Prima Quickway-Neverscrush, \$89.50; Prima Spin-Dry, \$99.50



### Voss

Voss Bros. Mfg. Co., Davenport, Iowa  
No. of New Models: 2. E-76 and E-69  
Type: patented metal floating agitator  
Wringer: Lovell 2 1/2 in Zeppelin rolls

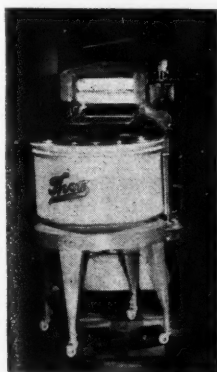


Finish: corrugated porcelain enamel tub.

### Thor

Hurley Machine Co., 22nd Street & 54th Ave.,  
Chicago, Ill.

No. of New Models: 2—No. 31-C and No. 1-A  
Type: agitator  
Wringer: No. 31-C removable swinging reversible, 2 1/2 in. cushion rolls; safety release No. 1-A free-rolling, 2 1/2 in. rolls; revers-

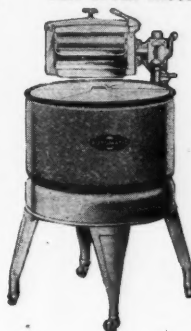


ible drain board  
Finish: vitreous enamel; No. 31-C, light grey, cream stiped tub, blue lacquer base and wringer; No. 1-A, apple-green  
Special Features: No. 31-C 6 lb. dry capacity; No. 1-A 5 to 6 lb. dry capacity; New Thor agitator produces 18 currents of water; enclosed 1/2 hp. GE motor  
Prices: No. 31-C, \$69.50; No. 1-A, \$99.75

### Automatic

Automatic Washer Co., Newton, Iowa

No. of New Models: 6  
Type: S-5, agitator-spinner; with pump balance agitator-wringer  
Wringer: 22, 29A and 34, Chamberlain, 2 1/2 in. balloon rolls; 35, Lovell Pressure Cleanser; 41 Lovell, 2 1/2 in. balloon rolls  
Finish: Porcelain Enamel; 22 suntan; 34 mottled blue and white; 35 and S-5, ivory; 41 mottled grey and white  
Special Features: 29A and 41 segment gear and worm drive; 29A, 34, 35, "V" belt from motor to worm drive pulley; S-5 agitator driven by segment and pinion; slow-moving worm and a worm gear for speed reduction; extractor connected to main gear case with extension shaft; safety control on dryer basket; 41 submerged, removable aluminum agitator; Invertible Duo-Disc agitator on all models except 29A.



### Graybar

Graybar Electric Co., 420 Lexington Ave.,  
New York City

No. of New Models: 1, No. 19  
Type: Reversible agitator



Wringer: swinging reversible or Pressure Cleanser  
Finish: porcelain enamel; speckled green inside and outside  
Special Features: dual capacity—full load 6 lbs. dry.

## WASHERS



### Mengel

Mengel Body Co. (Electric Appliance Division), Louisville, Ky.

No. of New Models: 1 Mengel-Squeeze-Dry-Washer

Type: apartment-size agitator

Special Features: 2 lb. capacity; unique drying feature; entire batch of clothes are squeezed or pressed dry by hydraulic pressure

Price: \$39.50



### Faultless

Vulcan Mfg. Co.,  
2006 Wyandotte St.,  
Kansas City, Mo.

No. of New Models: LA Faultless

Type: 4-vane agitator

Wringer: balloon wringer rolls, Vulcan wringer

Finish: porcelain, cast aluminum trimmings 22 in.

Prices: from \$29.50 to \$64.95

### Laundry Queen

Grinnell Washing Machine Corp.,  
Grinnell, Iowa.

No. of New Models: 4—Spin-Dry; Regal; Monarch; De Luxe

Type: Spin-Dry, spinner-extractor dryer; Balance 4-blade submerged agitator

Wringer: Regal, Lovell, balloon rolls; Monarch, special Lovell, balloon rolls, safety hand rest; De Luxe, Lovell balloon rolls, hand rest, safety features

Finish: Blue, green

Special Features: direct drive; Durex-Oilless bushings; 1/2 hp. Westinghouse motor; silent drive on Monarch

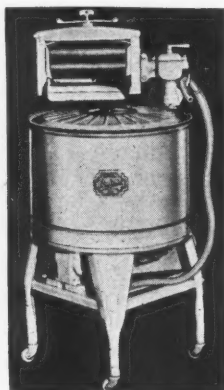
Prices: Spin-Dry, \$109.50; Regal, \$59.50; Monarch, \$69.50; De Luxe, \$79.50



### Conlon

Conlon Corporation, 19th St. and 52nd Ave., Chicago, Ill.

No. of New Models: 4—No. 32P, 142P, 131RP, 131P



Type: 4 vane agitator

Wringer: No. 32P 24 in. balloon roll pressure cleanser; No. 131RP larger pressure cleanser; No. 131P, DeLux Lovell pressure cleanser with automatic tilting drain board

Finish: porcelain steel tub

Special Features: Drainator, motor driven centrifugal pump; No. 142P, 131RP and 131P, "Hold Heat" double tub, air chamber between porcelain inner tube to protect tub and keep water hot

### Whirldry

The Whirldry Corp., New Haven, Conn.

No. of New Models: 1

Type: portable, apartment size, spinner-dryer

Finish: seamless porcelain enamel inside and out; stippled green with aluminum cover, black enamel base.

Special Features: weighs 34 lbs. and stands 18 in. high; capacity 5 men's shirts.

Price: \$39.50



## Review of

### Blackstone

Blackstone Mfg. Co., Jamestown, N. Y.

No. of New Models: 1 Model C

Type: 4-vane agitator

Wringer: Lovell pressure cleanser; full open top release mechanism; large balloon rolls; Blackstone safety locks.



Finish: two-tone with stippled porcelain

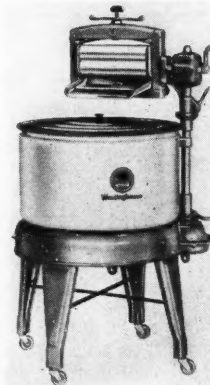
Special Features: 1/2 hp. GE motor; motor driven water pump

### Westinghouse

Westinghouse Elect. & Mfg. Co.,  
Mansfield, Ohio.

No. of New Models: 4

Types: MK, Double tub spinner with discharge pump; MS, same without pump; LD, agitator - wringer with discharge pump; LS same without pump



Special features: MK and MS 8 lb. capacity; 1/2 hp. Westinghouse oversize motor capacity motor; self locking turret delivers water from spinner to tubs or back into tubs; MS water drained by gravity through faucet with hose.

Prices: MK—\$139.50; MS—\$129.50; LD—\$79.50; LS—\$69.50

## IRONERS

### Meadows

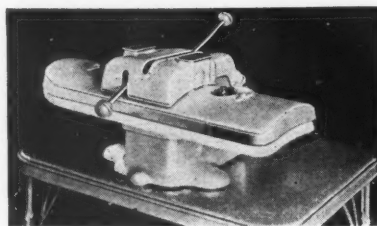
Meadows Mfg. Co., Bloomington, Ill.

No. of New Models: 1

Type: portable flat plate made of aluminum and weighs 30 lbs.

Special Features: automatic hinge lock and adjustable board for varying thicknesses of material; adjustable thermostatic element; shoe 26 in. x 10 in.

Price: \$49.95



### "1900"

Nineteen Hundred Corp.,  
Binghamton, N. Y.

No. of New Models: 1—"1900" Whirlpool

Type: rotary—table

Length of Roll: 26 1/2 in.

Finish: Chromium plated steel or porcelain enamel shoe

Special Features: Knee and finger-tip Dual Electric control; full open end; Bull's-eye heat indicator

Price: \$69.50

Electrical Merchandising, August, 1932



# NEW Products

## WASHERS

### Barton

Barton Corp.,  
West Bend, Wis.  
No. of New Models: 4—K, L, M, O

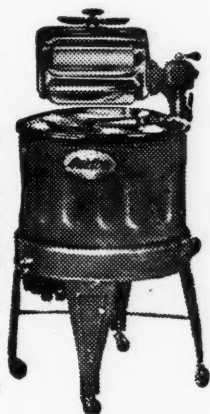
Type: Submerged agitator

Wringer: O, complete release balloon roll; M, hand rest and larger rolls; L, Lovell Pressure Cleanse; 24 in. balloon rolls

Finish: two-tone enamel

Special Features: 1/4 hp. motor; "Barton" transmission and drive mechanism; Model L contains 15 deep, wide convolutions to concentrate water and force it back through clothes in 15 surges

Prices: O—\$49.50; M—\$59.50; K—\$69.50; L—\$79.50



Finish: vitreous porcelain enamel

Special Features: large precision cut gears; outside automobile type clutch control; No. 80, has sediment zone under agitator to collect loose dirt; pump for models 80 and 100 at slight additional cost

Prices: 80—\$69.50; 90—\$89.50; 100—\$99.50

### Speed Queen

Barlow & Seelig  
Mfg. Co., Ripon,  
Wis.

No. of New Models: 1

Type: submerged agitator

Wringer: 2 in. balloon rolls; machine cut gears; reverse assembly incorporates steel cut case hardened spiral beveled gears and shaft

Finish: porcelain enamel

Special Features: outer steel jacket to protect tub and keep water hot; no bolt holes through tub; entire machine built around steel chassis; 1/4 hp. motor

Price: \$49.50



Wringer: quick release Lovell; oversize soft rubber rolls

Finish: porcelain enamel; Apex No. 10 Rotarex light green; S-7 light and dark green

Special Features: 1/4 hp. waterproof motor; S-7, motor driven drain pump and safety spinner cover

Price: "Apex No. 10 Rotarex"—\$49.50; S-7, \$99.85



### Horton

Horton Mfg. Co., Fort Wayne, Ind.

No. of New Models: 4—Perfect 36 Standard and De Luxe; Pioneer; Emerald

Type: Perfect 36 models, 3-wing agitator; Pioneer and Emerald 4-wing agitator

Wringer: Perfect 36 models Lovell wringer, 2 1/2 in. balloon rolls; Emerald Lovell flume-type, 24 in. balloon rolls

Special Features: no bolts; tub clamped to frame and cushioned in rubber; 1/4 hp. motor

Prices: Perfect 36 De Luxe—\$99.75; Perfect 36 Standard—\$89.50; Emerald \$69.50; Pioneer—\$59.50



### One Minute

One Minute Washer  
Co., Newton, Iowa.

No. of New Models: 3—80, 90, 100

Type: submerged aluminum agitator

Wringer: Model 100, has new type full floating, balanced tension, automatic safety release; automatic enclosed non-splash drain; solid safety dry feed board



### Apex

Apex Rotarex Corp., Cleveland, Ohio.

No. of New Models: 2—Apex No. 10 Rotarex and S-7

Type: Apex No. 10 Rotarex 3-vane agitator-wringer; S-7 double-tub 3-vane agitator-spinner

## IRONERS

### ABC

Altorfer  
Bros. Co.,  
Peoria, Ill.

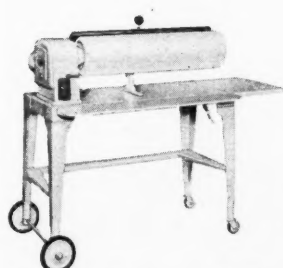
No. of New Models: 1  
Model X

Type: rotary—table

Length of roll: 26 in.

Special Features: 65 lb., full automatic control; chromium plated shoe; 2 extra leaves provide extra table surface; full open end

Price: \$89.50



### Franklin

Young and Franklin Tool Works, Inc.,  
Syracuse, N. Y.

No. of New Models: 1

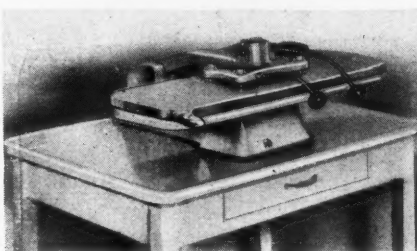
Electrical Merchandising, August, 1932

Type: portable flat plate

Finish: all aluminum

Special Features: weighs 40 lb.; 600 lb. ironing pressure; puff iron for ruffled curtains and small material; hook to hang on wall; 30 in. long, 21 in. wide, 10 in. high; completely enclosed parts; 1320 watt removable heating element; 20 amp. control switch

Price: \$89.50



### Easy

The Syracuse Washing Machine  
Corp., Syracuse, N. Y.

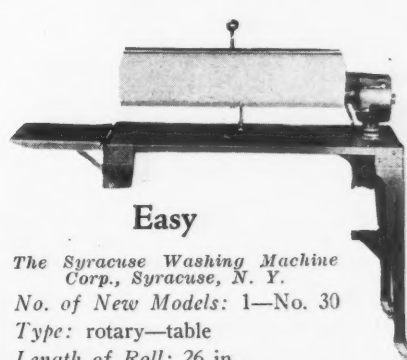
No. of New Models: 1—No. 30

Type: rotary—table

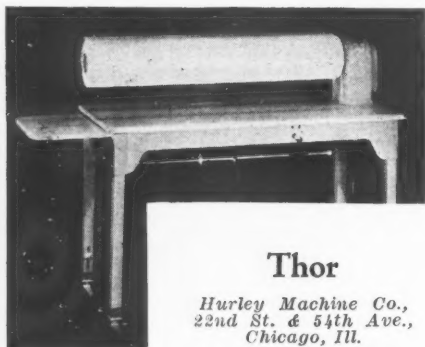
Length of Roll: 26 in.

Special Features: full-automatic finger-tip control; "Easy" roll-stop device; extra heat at open end of 1200 watt shoe; green steel table with extension drop leaf

Price: \$69.50



## IRONERS



### Thor

Hurley Machine Co.,  
22nd St. & 54th Ave.,  
Chicago, Ill.

No. of New Models:  
1—No. 39

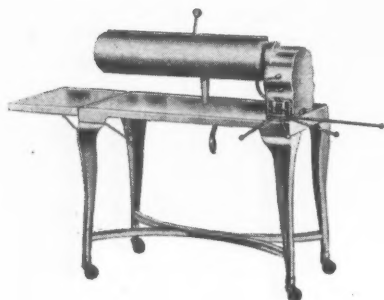
Type: Rotary—table

Length of Roll: 38½ in.

Finish: light green lacquer

Special Features: self aligning shoe;  
friller knob; full open end roll; auto-  
matic, knee control; 1/20 hp. GE motor

Price: \$109.50



### Permo

Permo Products Corp.,  
4311 Ravenswood Ave., Chicago, Ill.

No. of New Models: 1

Type: flat plate

Finish: cast aluminum base

Special Features: automatic sliding action  
—irons as it presses; self-compensating

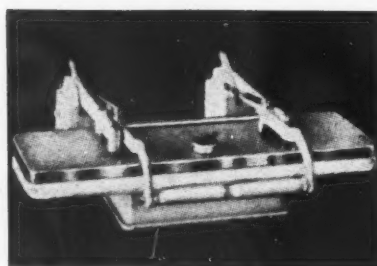
### Automatic

Automatic Washer Co., Newton, Iowa  
No. of New Models: 3—No. 38, 39 and  
40 De Luxe

Type: No. 39 portable, rotary; No. 38  
attachment; No. 40 De Luxe, table

Length of roll: 26 in.

Special Features: No. 40 De Luxe, knee  
control; drop leaf extension table; dis-  
appearing clothes rack hangers; No. 38  
fits all four wringer-type Automatic  
washers; automatic finger-tip control  
on No. 38 and 39; positive heat indi-  
cator; chromium plated shoe; 1150  
watt element; separate switches for  
motor and heating element; GE motor



## Review of

board, evens contact with garments  
thicker on one end; board, 10x26 in.;  
thermostatic heat control; Chromalox  
heating element. Also available in a  
kitchen table



### Apex

Apex Rotarex Corporation, Cleveland, O.

No. of New Models: 1—H2

Type: portable, folding rotary

Finish: porcelain cast iron shoe

Special Features: occupies 18 in. x 22 in.  
floor space when folded; knee control;  
locks into 3 positions; full floating  
open end; pilot light; pressing lever to  
convert roll to stationary pressing posi-  
tion; shoe release lever

Price: \$79.50

## DISHWASHERS



### Conover

The Conover Company,  
140 So. Dearborn St., Chicago, Ill.

No. of New Models: 1—B3

Type: Portable

Description: Fills from faucet; measures  
water automatically; empties electri-  
cally; dishracks of rust-proof steel wire

Finish: green porcelain enamel; gray  
lacquer trim; aluminum cover

Price: \$99.50

### General Electric

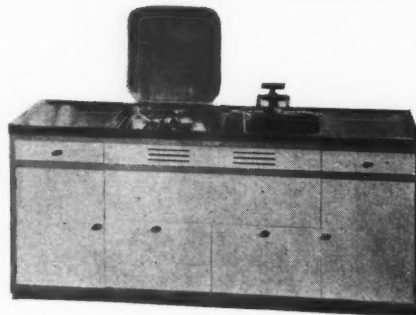
Walker Dishwasher Corp.  
1024 So. Waller Ave., Chicago, Ill.

No. of New Models: 2

Type: Portable and built-in

Description: Portable: 24x25x35 in.;  
weight, 160 lbs.; vitreous enamel tops;  
bowl of porcelain enamel; completely  
automatic. Model E: 19 inches square  
(sink) and 9 in. deep; over all dimen-  
sions 79½ in. x 25 in.; two drainboards;  
available with or without cabinets;  
completely automatic

Finish: White vitreous porcelain enamel



## DISHWASHERS



### Cinderella

Black & Decker Mfg. Company,  
Towson, Md.

No. of New Models: 1

Type: Portable

Description: Fills from faucet; com-  
pletely automatic; washes, rinses; 29  
in. height fits under any sink

Finish: green porcelain enamel

Price: \$97.50



# NEW Products

## RANGES



### Electrochef

*Electromaster, Inc., Detroit, Mich.*

*No. of New Models: 3*

*Type: Buffet or "table-top"*

*No. of Elements: Two models K-24, 4; K-23, 3*

*Special Features: fully automatic, timer clock receptacles; storage compmt.*

*Finish: Platinum gray porcelain enamel*



### Standard

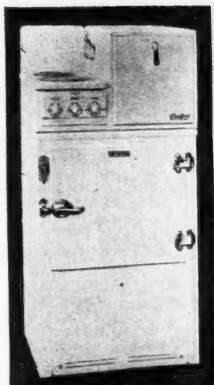
*Standard Electric Stove Company, Toledo, O.*

*No. of New Models: 3—"1236" "1237" "1238"*

*No. of Burner Elements: "1236", 3 or 4; others, 3 or 4 burners and unit cooker*

*Special Features: aluminum-lined oven, concealed switch panel and plate warmer, fully automatic, storage compartments*

*Finish: White or ivory*



### Frigidaire—Walker-Pratt

*Frigidaire Corp., Dayton, Ohio and Walker & Pratt Mfg. Co., Boston, Mass.*

*Type: Combination refrigerator-range*

*Special Features: WA-3 Frigidaire; 3 cu.ft. food storage; Walker & Pratt Mfg. Co.*

range; cooking capacity for 4 people; right hand oven, balanced shelf, broiler pan, broiler rack; oven temperature automatic, mercury type control



### General Electric Hotpoint

*Edison General Electric Appliance Company, 5600 W. Taylor St., Chicago, Ill.*

*No. of New Models: 4—"RA59" "RA69" "RA50" "RA28"*

*No. of Surface Elements: 3 with thrift cooker on RA59, RA69; 3 on RA50; 4 on RA28 (combination range and heater)*

*Sizes: RA69: floor space, 45x26½ in.; height over all, 52 in.; cooking top, 23½x22 in., 32 in. from floor; oven 16 in. wide x 14 in. high x 19 in. deep. RA59: floor space, 45x26½ in.; height over all 52 in.; cooking top, 24½x23 in., 32 in. from floor; oven 16 wide x 14 high x 19 in. deep. RA50: floor space, 40½x23½ in.; height over all 50½ in.; cooking top, 20½x20½ in.; 32½ in. from floor; oven 16 in. wide x 14 in. high x 18 in. deep. RA28: floor space, 37½ in. long x 30 in. deep; height over all, 56½ in.; cooking top (electric) 24 in. wide x 21 in. deep; oven, 18x18x14 in.*

*Special Features: Thrift cooker, automatic temperature control, warming and utensil compartment, two outlets for appliances, one timer controlled, salt and pepper jars, elevated lamp, load-balancing switches*

*Finish: White porcelain enamel*



### Westinghouse

*Westinghouse Electric & Mfg. Company, Mansfield, O.*

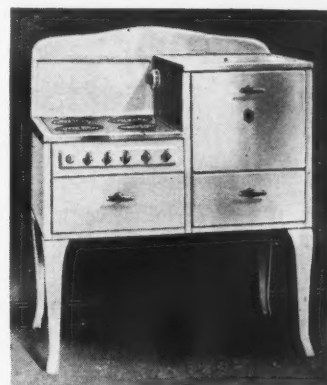
*No. of New Models: 1 (photo bottom center col.)*

*No. of Burner Elements: 4—2, 8 in.; 2, 6 in.*

*Size: 34½ in. high, 41x24 in. deep*

*Special Features: Cooks by either automatic control or "maintained temperature," or a combination of both; work surface between units and oven; two utility compartments; two outlets for appliances, one automatic*

*Finish: Ivory and black porcelain enamel*



### Estate

*Estate Stove Company, Hamilton, O.*

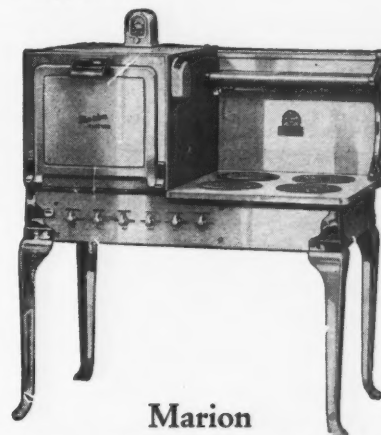
*No. of New Models: 2*

*No. of Surface Elements: 4—1,000, 1,250, 1,500, 2,000 watts*

*Size: Width all over, 44 in., depth over all 26½ in.; oven, 16x20x13; cooking top, 22½x44 in., height 35 in.*

*Special Features: Temperature control, time control, convenience outlet for appliances, utensil compartments*

*Finish: Full porcelain enamel, green, ivory, white*



### Marion

*Rutenber Electric Company, Marion, Ind.*

*No. of New Models: 1—"100-AW"*

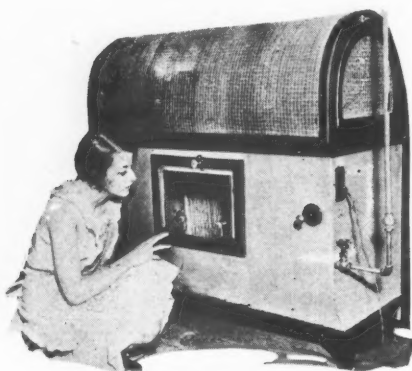
*No. of Surface Units: 4—600, 1,000, 1,500, 1,800 watt*

*Size: Floor space, 26x44 in.; oven, 16x14x20 in.; cooking top, 24x25*

*Finish: White porcelain enamel with chromium trimmings*

# Review of NEW Products

## AIR CONDITIONERS ————— AIR CONDITIONERS



### Holland

Holland Furnace Company,  
Holland, Mich.

**Purpose:** Filters, humidifies, circulates, washes air; designed for attachment to warm air furnaces

**No. of New Models:** 1



### Kool-a-Room

Standard Engineering Works,  
4343 Duncan Ave.,  
St. Louis, Mo.

**Purpose:** Cooling, de-humidifying

**Type:** Ice-cooler

**Capacity:** 250 lbs. of ice; consumes 150 lbs. of ice in 10 hours; de-humidifies at rate of 350 cu.ft. per minute (room 20x16x9)

### Speed Heater-Cooler

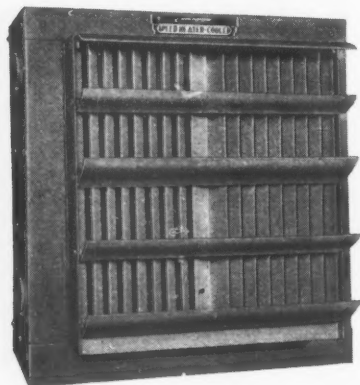
B. F. Sturtevant Company,  
Hyde Park, Boston, Mass.

**Purpose:** Summer cooling; winter heating

**No. of New Models:** 5

**Type:** Suspension cabinet utilizing ice or mechanical refrigeration for cooling; direct connection to central heating plant for heating

**Capacity:** (Cooling) Five sizes ranging in air delivery from 450 cu.ft. of air per minute to 3,000 cu.ft.



### Klenzair

Swartzbaugh Mfg.  
Company,  
Toledo, O.

**Purpose:** Wash, cool, circulate air; 1,000 cu.ft. every 10 minutes

**No. of Models:** 1

**Type:** Portable-fan

**Size:** Height 40 in.

**Finish:** Fan, porcelain enamel, walnut; pedestal, walnut lacquer; hardware chromium-plated

**Motor:** 60-cycle a.c. standard or d.c. fractional horsepower



### Koolair

Koolair-Maker Corporation,  
4485 Olive St., St. Louis, Mo.

**Purpose:** Cooling, de-humidifying in summer; heating, humidifying in winter

**Type:** Portable, self-contained unit, cooling by either ice or electric refrigeration; heating by either electricity, steam or hot water

**Capacity:** 300 lbs. of ice, delivering 500 cu.ft. sufficient to cool a room 3,000 cu.ft. for 8-14 hours depending on temperature

**Size:** Cabinet, 50 in. long, 46 in. high, 15 in. wide

**Finish:** Burl walnut on steel

### Carrier

Carrier-York Corporation,  
Philadelphia, Pa.

**Purpose:** Room cooling

**No. of New Models:** 1

**Type:** Ice-cooler

**Capacity:** 300 lbs. sufficient for 5-10 hours

**Size:** 52 in. high, 24½ in. wide, 37½ in. long; weighs 400 lbs. without ice

**Finish:** Grained walnut or ivory



### Chil Aire

Western Tool &  
Equipment  
Company,  
Kansas City, Mo.

**Purpose:** Cooling, de-humidifying

**Type:** Ice-cooler

**Capacity:** 300 lbs.

of ice, sufficient

for 8-15 hours

depending

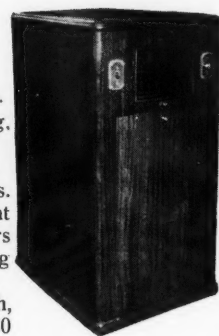
on temperature

**Size:** 51 in. high,

26 in. wide, 30

in. deep

**Motor:** ¼-hp. centrifugal pump and fan



### Control-Aire

Hexcel Radiator Company,  
Milwaukee, Wis.

**Purpose:** Humidifying

**No. of New Models:** 1

**Capacity:** Evaporates one gallon of water every 2½ hours



**Size:** Completely portable; 17x12 in.

**Motor:** 110-volt, 60 cycle, a.c.; also with universal motor and current control for 110-volt, d.c. or a.c. 25-60 cycle



### Emerson

Emerson Electric Mfg. Company,  
2018 Washington Ave., St. Louis, Mo.

**Purpose:** Humidifying, washing air

**No. of new models:** 1

(Continued on page 45)



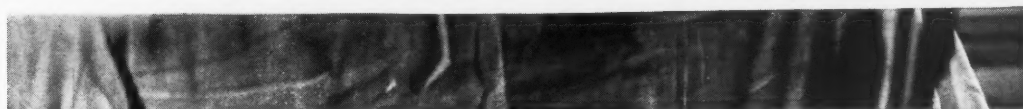
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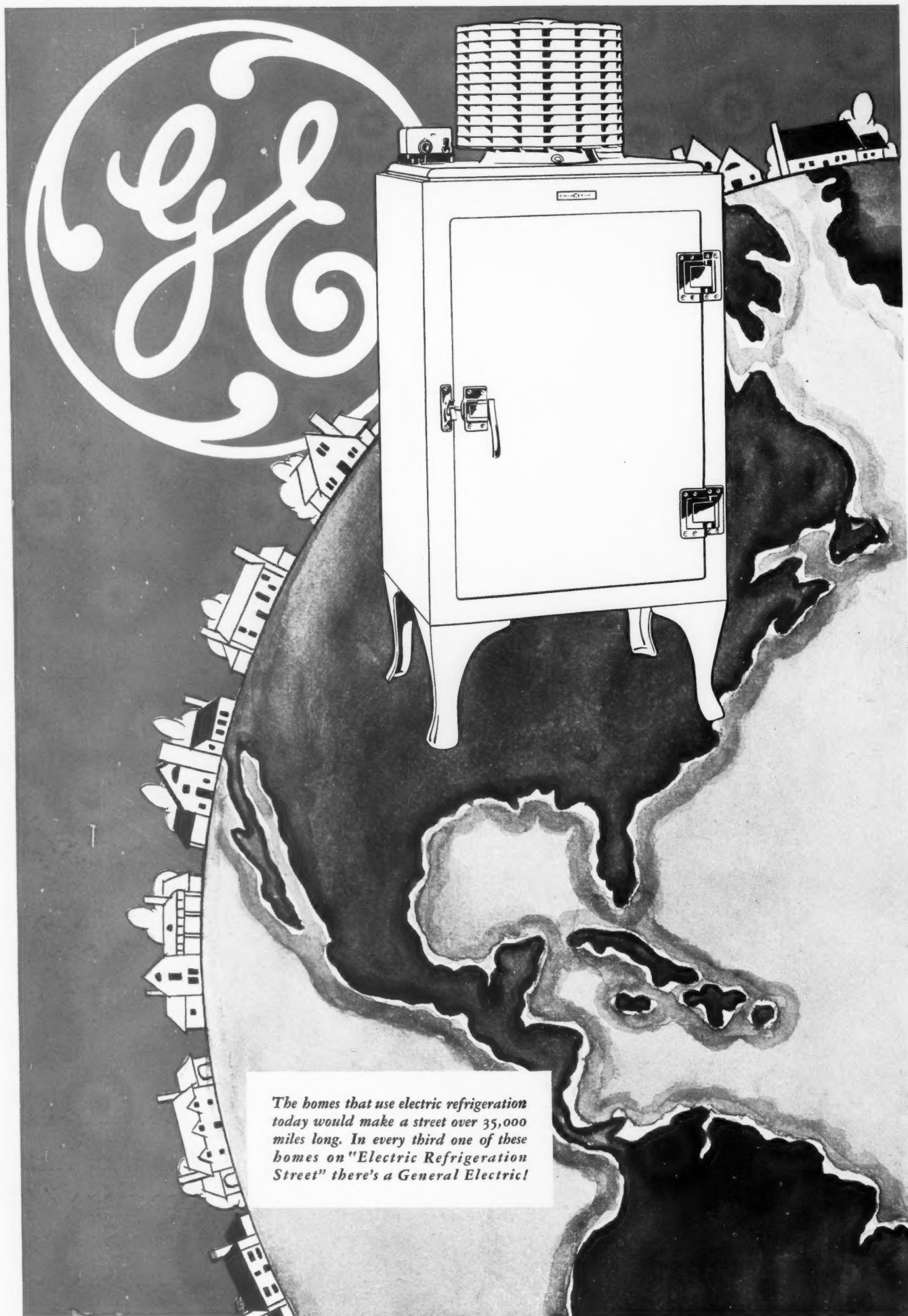
# *Will* BUY

ON SOME 12 pages of this issue is a record of most of the new appliances developed, produced since the first of the year. Their manufacture and sale constitute our industry. People want them; people have bought them; people will continue to buy them. Purchasing power has been impaired somewhat but it has not been eliminated. Here, then, is our strongest selling point—economy. It is a selling point that gives us the edge on every other industry competing for the dollar spent in the home. In a series of articles for this magazine, Mrs. Ralph Borsodi said that an electric kitchen with refrigerator, range and mixer would save the family 25 per cent on food expenditures; that these devices would pay for themselves in two years. In another article, Mrs. Borsodi points out that a home laundry unit, comprising washer and ironer would pay for itself, in actual savings over power laundry work, in a period of 30 weeks. These are our arguments: economy behind the scenes. We have the products; we are aware of the large market yet unsold. This is no time to let up on our sales activities—it is the time to redouble them.



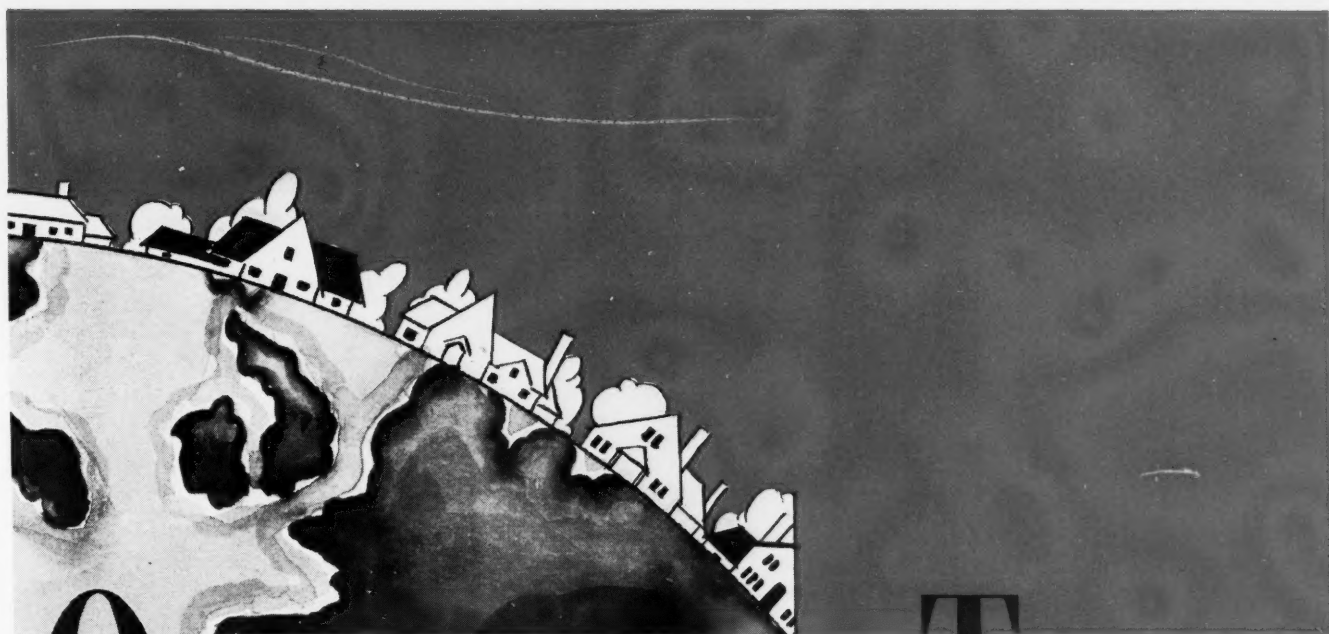
**This is no time to let up on our sales activities—it is the time to redouble them . . . *These Methods Help* . . . See page 44**





*The homes that use electric refrigeration today would make a street over 35,000 miles long. In every third one of these homes on "Electric Refrigeration Street" there's a General Electric!*





# ONE IN EVERY THREE

## *is a General Electric!*

OUT OF EVERY THREE domestic electric refrigerators in use today, one is a General Electric! Eighteen months after its introduction, the G-E won its way to the position of enviable leadership it now enjoys in the industry.

The famous Monitor Top mechanism has established an unmatched record for attention-free performance. It is responsible for the General Electric's sales leadership and for the *greater net profit* the retailer realizes from the sale of a General Electric.

Every moving part of the General Electric is hermetically sealed within the glistening steel walls of the Monitor Top. The mechanism is out of sight and out of reach. Meddling fingers cannot tamper with it. Neither dust, air nor moisture can harm it. It requires no attention . . . not even

oiling. The retailer who sells General Electrics need not maintain costly servicing departments. In case of failure, the entire unit is replaced by the manufacturer. The necessity for expensive equipment, mechanic and handyman is eliminated.

Overwhelming public preference—*proved* by a four-year record of sales—makes the G-E easier to sell. Turn-over is quicker on a smaller investment of capital. Every G-E user is a salesman for the Monitor Top among his own circle of friends and neighbors.

Hundreds of retailers—in small towns and large, in city and country—have learned that when a General Electric is sold, the retailer not only keeps the good-will of his customer, but *keeps his sales profit, too!* General Electric Company, Electric Refrigeration Department, Section DE 8, Hanna Building, 1400 Euclid Avenue, Cleveland, Ohio.

# GENERAL ELECTRIC

## ALL-STEEL REFRIGERATOR

---

DOMESTIC, APARTMENT HOUSE AND COMMERCIAL REFRIGERATORS • ELECTRIC WATER COOLERS

---

# These Methods *HELP*



## 1. ENERGETIC OUTSIDE SELLING

*Dr. George W. Allison, who has organized sales crews all over the country, tells how in the next issue. How to hire men, how to break them in, how to pay them.*



## 2. INTELLIGENT STORE DEMONSTRATION

*D. M. Nelson, merchandise manager of Sears, Roebuck says, in this issue, that electrical appliances have today earned for themselves complete customer acceptance. Good display and intelligent demonstrations in the store, he believes, are the requisites today.*

## 3. SYSTEMATIC TELEPHONE CANVASS

*When you have products to sell people don't necessarily come around and take them away from you. They've got to be asked. The more you ask, the greater your chances of selling. The telephone is one method, widely employed today, of contacting the greatest number of people at a low cost.*





# Review of NEW Products

## AIR CONDITIONERS — AIR CONDITIONERS

Capacity: 6 gallons per 24 hours; 16,500 cu.ft. washed air per hour

Size: Cabinet—28x24½x15 in.

Finish: American walnut

Motor: 110 volt, 60 cycle; current consumption 40 watts



### Ilg-Kold

Ilg Electric Ventilating Company,  
Chicago, Ill.

Device: Room Cooler—ice-cooled type

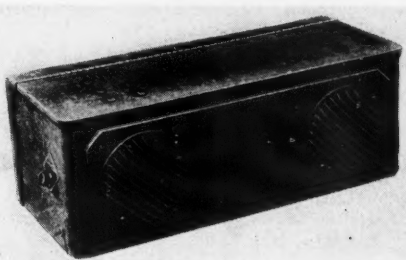
No. of Models: 1

Capacity: 300 lbs. of ice; consumes 30 lbs. per hour to cool 1,200 cu.ft.

Motor: 12-in. "Ilgair" propeller fan, fully-enclosed

Size: 48 in. long, 48 in. high, 16 in. deep

Finish: Metal—iceberg green, mahogany or all-white enamel



### Airgard

American Air Filter Company,  
Louisville, Ky.

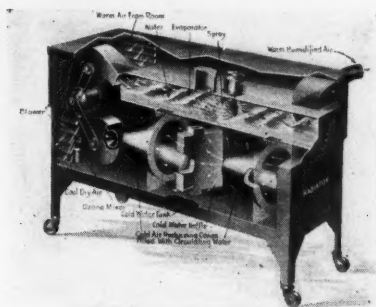
Purpose: Filters, cleans, circulates air; eliminates noise

No. of New Models: 1

Type: Window cabinet

Capacity: 65 to 200 cu.ft. of air per minute

Size: Two feet of sill space



### Mountain Air

Strang Air Conditioning Corporation,  
Kansas City, Mo.

Purpose: Cooling, cleansing, de-humidifying in summer; humidifying, purifying in winter

No. of New Models: 1

Type: Portable, self-contained

### Frigidaire

Frigidaire Corporation, Dayton, O.

Device: Air Conditioners

Purpose: Cooling, cleansing, de-humidifying in summer; heating, humidifying, circulating in winter

No. of New Models: 3

Types: H-3 horizontal; V-3 vertical; S-3 suspension

Sizes: H-3, 39½ in. wide, 32½ in. high, 14 in. deep, 4 sq.ft. floor space.

V-3, 28½ in. wide, 43½ in. high, 14 in. deep, 3 sq.ft. floor area. S-3, 24 in. wide, 22 in. high, 18½ in. deep, 4 sq.ft. wall space

Finish: H-3 and V-3, burled walnut lacquer on steel; S-3, mahogany on steel



### Clements

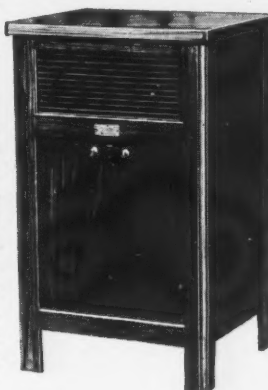
Clements Mfg. Company,  
6650 So. Narragansett Ave., Chicago, Ill.

Device: Air-Conditioner-portable

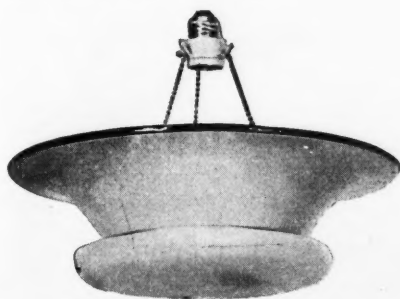
Purpose: Cleanse, filter, circulate air

No. of New Models: 1

Size: Cabinet occupying 12x18 in. floor space; desk height



## LIGHTING



### Bettalite

The Miller Company, Meriden, Conn.

No. of New Models: 1

Description: Two types, one louvre, one with glass bottom disc; designed for use with 150-watt lamp to screw into any socket

Finish: Ivory and black; green and gold

Price: Louvre type, \$2; glass bottom disc, \$2.75

### Wakefield

The F. W. Wakefield Brass Company,  
Vermilion, O.

No. of New Models: 1

Description: Two nested metal indirect reflectors, 12 in. in diameter, suspended together from bead chain by adaptor socket, having 6-in. translucent disc at bottom. The new W-4 unit requires a 200-watt lamp

Price: \$2.90



## LIGHTING



### Silvray

Silvray Lighting, Inc.,  
53 W. 14th St., New York City

No. of New Models: 2

Description: All-metal, non-tarnishing unit designed for use with 150-watt lamp; will screw into any socket.

Price: Silvray, \$1; "Homelite," \$1.95

## MIXERS

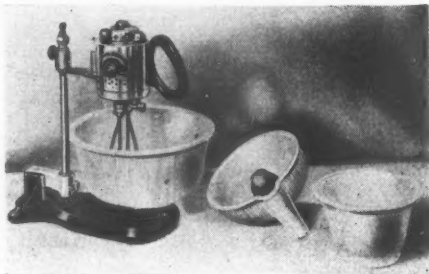


### Sunbeam Mixmaster

Chicago Flexible Shaft Co.,  
Roosevelt Road & Central Ave.,  
Chicago, Ill.

No. of New Models: 1  
Finish: White enamel

Attachments: Juice extractor with reamer, mayonnaise oil dripper, 2 beaters, revolving platform, 2 mixing bowls. At additional cost: food chopper and grinder, including chopper plate, coarse and fine table cutters, meat grinding plate, meat knife, separate



power unit—\$5 additional; can opener, \$1.25 additional  
Special Features: 3-speed, tip back motor  
Price: \$24.75

### Manning-Bowman

Manning-Bowman & Co., Meriden, Conn.  
No. of New Models: 1 photo, left below  
Finish: Aluminum motor case; bakelite handle; black base

Attachments: Juice extractor and reamer, French ivory bowls, 2 beaters

Special Features: 4-speed ball-bearing motor, portable mixer, tilts back, easily cleaned paddles, small flute design in bowls and juice extractor

Price: \$19.95

### Dumore

The Dumore Company,  
Racine, Wis.

Type: Drink mixer  
Finish: Green enamel

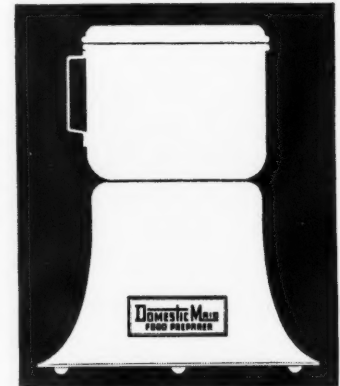
Special Features: Motor attached to cover of 5½ in. chromium container, prevents spilling; height 9¼ in. weighs 2½ lbs.; also may be used for mixing light batters; mayonnaise; omelettes, etc.



### Domestic-Maid

Domestic Maid Sales Division,  
Widener Bldg., Philadelphia, Pa.

No. of New Models: 1  
Finish: Jade green and aluminum  
Attachments: Double wire whip, double flat beaters, 2 vegetable slicers, shred-



der and grater, 3 qt. bowl, splash cover, pouring chute, juice extractor  
Special Features: Weighs 17 lbs., 16 in. high, 1/10 hp. Universal motor  
Price: \$32.50

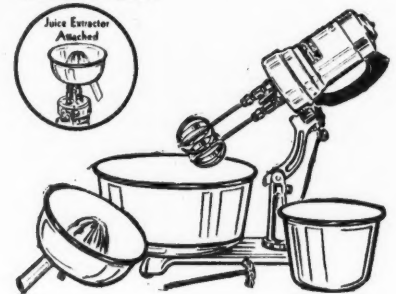
### Universal

Landers, Frary & Clark,  
New Britain, Conn.

No. of New Models: 1

Finish: Jade green enamel

Attachments: 2 beaters, juice extractor and reamer, large and small porcelain enameled bowl



## CLEANERS



### Universal

Landers, Frary & Clark,  
New Britain, Conn.

No. of New Models: 1

Use: Floor

Brush: Straight suction

Special Features: Patented thread-picking, self-cleaning nozzle

Price: \$24.50

### Sani Em-Tor—Vacuette

The Standard Vacuum Cleaner Mfg. Co.,  
Cleveland, O. (Subsidiary of Scott & Fetzer Co.)

Use: Floor No. of New Models: 1

Special Features: Sani-Em-Tor bag emptying device consisting of alumi-

num hopper attached to exhaust part of fan case, cloth bag is attached to hopper and is emptied by detaching bag support chain at top, shaking bag, dislodging dirt inside and depositing it into Sani-Em-Tor

Price: \$37.50



### Premier Spic-Span

Premier Vacuum Cleaner Co.,  
1734 Ivanhoe Road, Cleveland, O.

No. of New Models: 1

Use: Hand

Weight: 4½ lbs.

Brush: Straight suction

Special Features: Moth-destroying outfit consisting of large container for Dichloricide, a molded rubber connector to hold bottle against nozzle; soft rubber blower tool for directing Dichloricide



# NEW Products

## MIXERS

**Special Features:** Portable mixer; tilts back, 3-speed motor, unbreakable bowls, rotary tray for revolving bowls

**Price:** \$18.75



### Hamilton Beach

*Hamilton Beach Mfg. Co., Racine, Wis.*

**No. of New Models:** 1—Model B

**Finish:** Ivory and black

**Attachments:** Guarded beaters; juice extractor with reamer; 2 opaque glass, French ivory bowls; single agitator for drink mixing

**Special Features:** 3-speed, Hamilton Beach motor; bowl control lever; portable mixer; revolving turntable equipped with 2 ball-bearings for bowls

**Price:** \$18.75



### Dormeyer

*A. F. Dormeyer Mfg. Co.,  
2640 Greenview Ave., Chicago, Ill.*

**No. of New Models:** 1—Royal

**Finish:** Chromium plated with black enamel base

**Attachments:** Juice extractor with orange colored reamer, drink mixer paddle, 2 beaters, mixing bowl, 5 pt. measuring pitcher

**Special Features:** Portable mixer; revolving, adjustable turntable stand permits use of any size bowl; adjustable fingers with ratchet control hold bowl and prevent tipping

**Price:** \$18.75



### Magic Maid

*Fitzgerald Mfg. Co., Torrington, Conn.*

**No. of New Models:** 1

**Finish:** Jade green

**Attachments:** 2 removable beaters; extra long beverage mixer; 2 opaque glass bowls; juice extractor with porcelain reamer

**Special Features:** Portable mixer; multi-speed motor; tilts back to 3 positions; easy revolving bowl

**Price:** \$19.50

## CLEANERS

### Royal

*The P. A. Geier Co., Cleveland, Ohio*  
**No. of New Models:** 5—Nos. 42, 43, 44, 45 and Royalette

**Use:** Nos. 42, 43, 44, 45 floor; Royalette, hand

**Brush:** Nos. 42 and 44 sweep action; 43 and 45 motor driven revolving; Royalette, suction.

**Special Features:** Nos. 44 and 45, purifier chemical chamber; 2-speed motor; adjustable brush in nozzle; special tilting device; positive handle lock; floor polisher. No. 42, adjustable nozzle; floating self cleaning brush; full power suction; No. 43, unit assembly of nozzle and brush; tilting device; finger-tip control.

**Prices:** No. 42, \$34.50; 43, \$42.50; 44 and 45, \$57.50; Royalette, \$15.75



### Westinghouse

*Westinghouse Elect. & Mfg. Co.,  
Mansfield, Ohio*

**No. of New Models:** 1

**Use:** Hand

**Weight:** 5 lbs.

**Special Features:** 11 in. floor nozzle; floor brush; dust brush; feather-weight extension tube; blower attachment for drying hair, etc.

**Price:** \$25.00

### Delco

*Delco Appliance Corp., Rochester, N. Y.*

**No. of New Models:** 1

**Use:** Floor

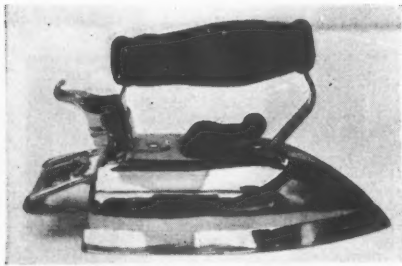
**Brush:** Rotary

**Special Features:** "Delco" motor and heavy-duty fan; brush combs and smooths rug nap after cleaning; brush automatically air-washed by a method of air induction, keeping brush clean



## HEATING APPLIANCES

## Review of



### Westinghouse

Westinghouse Electric and Mfg. Co.,  
Mansfield, Ohio

No. of Items: 2

Devices: Percolator: all-china, cream color, 3 lbs., 12 oz.; Iron: 800-watts, 4½ lbs., automatic

### Proctor & Schwartz

The Proctor & Schwartz Co.,  
Philadelphia, Pa.

No. of New Items: 1

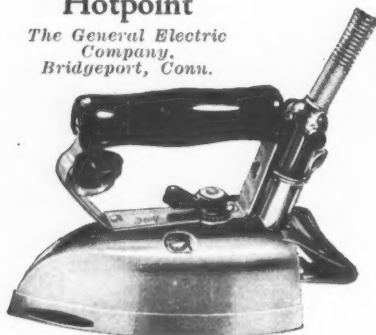
Device: Waffle-iron

Description: Thermostat control, adjustable, 700 watts, 110-120 volts, a.c. chromium with bakelite handles  
Price: \$13.50



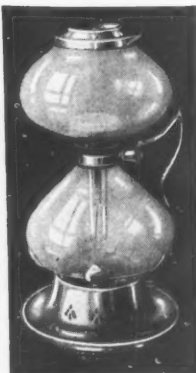
### Hotpoint

The General Electric Company,  
Bridgeport, Conn.



No. of New Items: 2

Devices: Coffee-maker: 4-6-8 cup sizes, Pyrex glass, chrome-plate caps; prices: \$12.85, \$13.95, \$14.95. Iron: 3 lbs., automatic, 1,000 watts, chrome plate, aluminum alloy, heel-stand.



### Silex

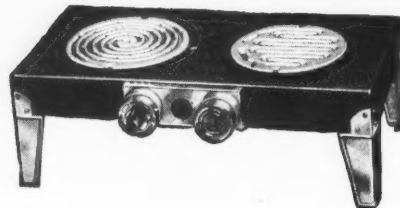
The Silex Company,  
Hartford, Conn.

No. of New Items: 3

Device: Coffee-maker

Description: "Deauville," 550 watt stove, 6-cup, chrome or silver plate. "Lido," 550

watts, 3 sizes—4-6-8- cup, chrome or silver plate. "Coronado", 6-cup, chrome

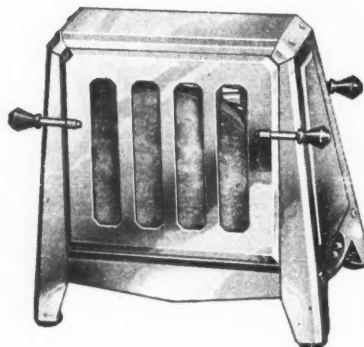


### Star-Rite

Fitzgerald Mfg. Company,  
Torrington, Conn.

No. of New Items: 1

Device: Hotplate: 2-burner maximum capacity—1,160 watts, 115 volts, duotone brown finish with chrome trim, price \$6



### Torrid

Beardsley & Wolcott Mfg. Co.,  
Waterbury, Conn.

No. of New Items: 1

Device: Toaster (Classic)

Description: 2-slice, turnover type, chromium finish

Price: \$2.95



### Knapp-Monarch

Knapp-Monarch Company,  
Belleville, Ill.

No. of New Items: 2

Device: Potato

baker: nickel-plate, price, \$1.39-\$1.49. Bacon-and-egg grill: cast aluminum grids, space for frying two eggs and bacon at same time, price, \$1.89-\$1.98



### Nesco

National Enameling & Stamping Co., Inc.,  
Milwaukee, Wis.

No. of New Items: 4

Device: Hotplate-casserole combination C-60; 1,425 watts; 10x20x5 in.; 16 lbs.; \$11.75. Twin hotplate: (C-62) 1,320 watts; 10x20x5 in.; 13½ lbs.; \$7.50. Casserole (B-45); removable enameled inset; chromium plate; \$7.85. Casserole (B-50) porcelain enamel; \$4.95

### Mirro

The Aluminum Goods Mfg. Co.,  
Manitowoc, Wis.

No. of New Items: 1

Device: Percolator

Description: Chromium, 9-cup, double wall valveless pump

Price: \$5.95



### Everhot

Swartzbaugh Mfg. Company, Toledo, O.

No. of New Items: 1

Device: Electric cooker (EC-5)

Description: Seamless aluminum oven; chromium-plated body; 11½ in. wide, 8½ in. high; 4-qt. utensil; 12 lbs.

Electrical Merchandising, August, 1932



# NEW Products

## HEATING APPLIANCES

### Toastwell

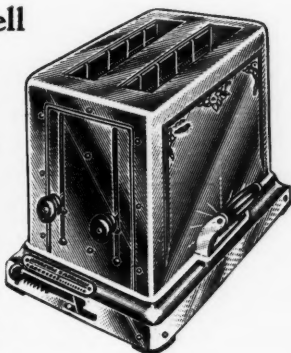
Utility  
Electric  
Company,  
St. Louis,  
Mo.

No. of New  
Items: 1

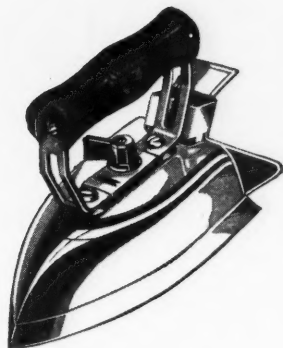
Device:  
Toaster

Description:

Auto-  
matic,  
oven-type,  
2-slice,  
chromium  
plate, 7  
lbs., 40 watts, \$12.50



price, \$6.50; toaster (88) chrome, 4 colors, price \$2.75; automatic irons, two models (855,950) chrome, weight 7 lbs., 2 oz. and 6 lbs.; 660 watts: price, \$5.85 and \$3.95 respectively; iron (87) 6 lb., chrome, price \$3.25



### Sunbeam

Chicago Flexible Shaft Co.,

No. of New Items: 1

Device: Iron

Description: 3½ lbs., 1,000 watt

Price: \$8.95

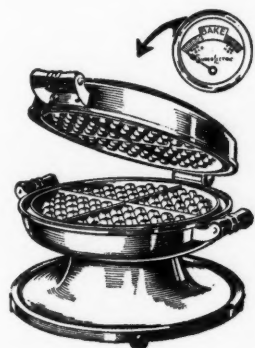


### White Cross

National Stamping & Electric Works,  
3212 West Lake St., Chicago

No. of New Items: 3

Devices: Waffle-iron: chromium, heat control, 575 watts, 110 volts, price, \$8.50. Toaster: oven type, turnover style, 2-piece, price, \$3.50. Percolator: valveless pump, 9-cup capacity, embossed chromium, price, \$7.50



### Superior

Superior  
Electric  
Products  
Corp.,  
St. Louis,  
Mo.

No. of New  
Items: 6

Devices:  
waffle-iron  
(675)  
chrome, 6½  
lbs., heat  
indicator;

## CLOCKS

## CLOCKS



### Hammond

Hammond  
Clock Co.,  
2915 N. Western  
Ave., Chicago  
Ill

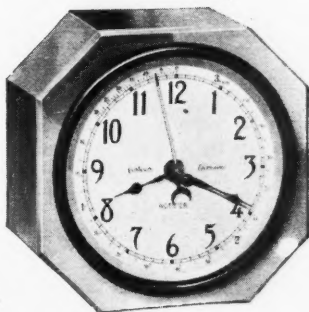
No. of New  
Models: 2

—Firefly,  
alarm; Time-  
saver, desk

Description:

Firefly,  
molded case of chromium plated bezel;  
buzzer alarm; translucent dial illumi-  
nated by 2½ volt lamp behind dial.  
Timesaver, Tru-white plastic material  
or walnut Bakelite, savings bank base;  
slot to receive coins in rear; key with  
each clock

with burl front or matched veneer,  
metal dials with raised numerals; hall  
model, mahogany finish case with over-  
lay design, metal dial; kitchen, wall,  
green or ivory, enamel case, colortone  
dial and contrasting numerals



### Sunbeam

Chicago Flexible Shaft Co.,  
Roosevelt Road and Central Ave.,  
Chicago, Ill.

No. of New Models: 1

Description: Flat base and ring for hang-  
ing; ivory with silver bezel case, white  
dial with green margin; or green with  
black bezel case and white dial with  
buff margin

### Telechron

Warren Telechron Co., Ashland, Mass.

No. of New Models: 11—4 mantle or  
desk; 2 kitchen; 1 alarm; 1 desk; 2  
commercial; 1 midget

Description: Mantle models, auxiliary  
movement; mahogany cases, gold or  
silver dials; kitchen models, cast "Dura-  
alloy" case green, blue, ivory or white;  
alarm, 24 hr. automatic alarm; Hepple-  
white molded case, illuminated dial;  
midget model, 3½ in. diameter, bezel  
case

Prices: mantle auxiliary movement mod-  
els \$14.50 to \$25.00; kitchen models  
\$5.50 and \$6.75; alarm \$12.50; commer-  
cial \$16.00 to \$23.00

### Sessions

Sessions  
Clock Co.,  
Forrestville,  
Conn.

No. of New  
Models: 4

mantle; 1  
hall; 1  
kitchen; 1  
banjo

Description:

Mantle and  
banjo mod-  
els, genu-  
ine mahog-  
any cases



### New Haven Westinghouse

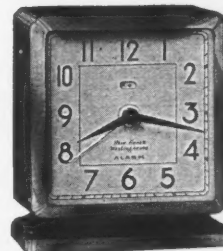
New Haven  
Clock Co.,  
New Haven,  
Conn.

No. of New  
Models: 5—  
alarm

Description:

Sub-syn-  
chronous,  
manual-start-  
ing; nickel and black metal, round,  
square and modernistic cases; two-  
toned silver, ivory tinted or metal dials

Prices: \$2.75; \$2.90; \$3.00; \$3.50; \$4.00



# Review of NEW Products

MISCELLANEOUS

MISCELLANEOUS



## Telechime

General Kontrolar Co., Dayton, O.

Device: Door Chimes

Description: 5 models; popular numbers, 4-chime Aristocrat; 2-tube Duo-Call; and single-tube Call Boy; devices play different melody each time button is pressed



## Buss

Busseman Mfg. Co.,  
Jefferson & University Sts.,  
St. Louis, Mo.

Device: Light

Description: Patent ball joint bends socket; shade tilts any position; clamps anywhere; 12½ in. high; bronze or pastel green

Price: \$2.00

## Lionel

The Lionel Corp.,  
15 E. 26th Street, N. Y. C.

No. of New Items: 3

Devices: No. 392E Toy steam type locomotive; No. 440 Toy Signal Bridge; No. 1694 Toy electric type locomotive

Description: No. 392E, stream line engine; piston action; patented hinge boiler front; concealed head light; amber illuminated firebox; rheostat to start, stop and slow down or reverse. No. 440, position of clear lights determines movement of train; illuminated panel board control; 2 levers in center panel; 4 knife switches. No. 1694, beige enamel body, maroon roof; 12-wheel locomotive; hand reverse; front

and rear head lights; 2 4-wheel pilot trucks.

Prices: No. 392E locomotive, \$35; No. 440 signal bridge, \$12.50; No. 1694 locomotive, \$11.50

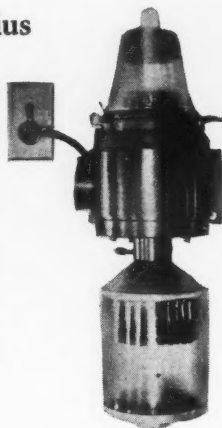
## Nevius

C. M. Nevius,  
Inc.,  
Hornell, N. Y.

Device: Coffee  
Cutter

Description:  
Hopper holds  
2 lbs.; Grad-  
uated Glass ¼  
lb.; produces  
fine or coarse  
granulations  
for drip or  
percolated  
coffee

Price: \$40.00

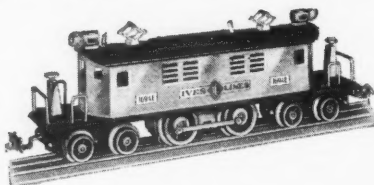


## Ives

The Ives Corp.,  
200 5th Ave., New York City

Device: Toy train outfit

Description: Piston action; 4-wheel pilot trucks, front and rear; reversible locomotive; 13 in. illuminated cars—mail, baggage, pullman, and observation, enameled finish

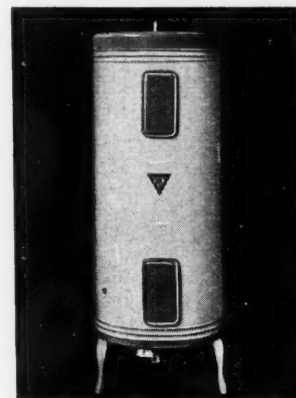


## Arvin

Noblitt-Sparks Industries, Inc.,  
Columbus, Ind.

Device: Fan-  
forced  
heater

Description: Small induction fan motor behind Nichrome helical coil element; Nilegreen morocco baked enamel housing; chromium plated grille



## Vulco

J. R. Ackerman Corp.,  
1528 Walnut St., Philadelphia, Pa.

Device: Storage type water heaters

Capacity: 9 gal.; 12 gal.; 18 gal.; 50 gal.; 80 gal.

Finish: Duotone cream, plated top fittings

Description: Hot, cold piping and drain in bottom; single or double blade Chromalox elements; Mercoid switches



## Wupee

Swartzbaugh Mfg. Co., Toledo, O.

Device: Electric Worm Charmer

Description: 2 sizes; Wupee Sr. equipped with 2 steel electrodes, insulated handles; 25 ft. extension cord, 4 ft. spread cord, 2 electricians clip connectors, light socket and a separable plug-in connection. Wupee Jr., lighter extension, cord, no light socket and connection, otherwise the same as Wupee Sr.

